

CASE STUDY

AXTRIA CUSTOMERIQ™ IMPLEMENTATION TO SUPPORT BUSINESS DECISIONS

MARKETING MIX AND AXTRIA CUSTOMERIQ™ REPORTING FOR
BRAND TEAMS



Axtria
CustomerIQ™ has
spread its reach
beyond Brand/
Commercial
Operations into
Sales.

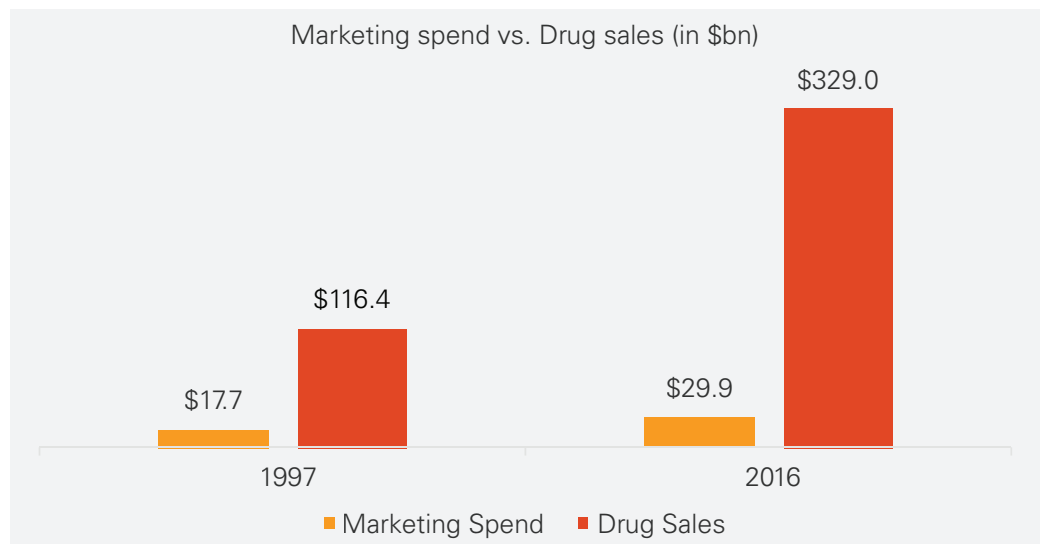
*Senior Client
Stakeholder*

INTRODUCTION

US health care market is the biggest in the world worth \$3.65 trillion in 2018 as compared to \$3.3 trillion in 2016. This spending represents an average of \$11,212 per person annually, with 59% of the expenditure going to hospitals, HCPs, and diagnostics services.¹

US health care market is not only the biggest but also the most sophisticated market for selling. Pharma organizations use various marketing and promotional activities to capture, increase, and maintain their market share.

As evident in other industries, pharma companies see the direct impact of marketing spends on their topline growth.² Moreover, spending the money wisely and allocating it to the appropriate marketing channels can help them grow faster. A recent survey published by the Journal of the American Medical Association (JAMA) revealed that pharma marketers spent \$29.9bn³ to connect with the HCPs and patients in 2016 as compared to \$17.7bn in 1997 – approx. 70% higher. During the same period, total US expenditure on prescription drugs exploded to \$329bn from \$116.4bn – more than 180% of growth.⁴



The organizations are becoming more customer-centric to engage with customers based on their unique preferences and driving the need to craft custom interactions across various personal and digital channels. Role of brand managers become critical as they focus on increasing customer engagement and drive better business outcomes. They thrive on understanding the potential customers' behavior and wanting to have complete visibility of the engagements across all channels. Therefore, having a tool that



can help the marketers activate customer-centric marketing, empower to use data more effectively, improve campaign outcomes, and enable quick, responsive marketing can be a game-changer.

This illustration details how Axtria helped a global pharma client implement a robust customer 360° marketing data mart and a multi-channel analytics solution to drive effectiveness in marketing efforts.

BUSINESS SCENARIO

The client's main goal was to integrate data for all marketing campaigns/tactics for their two significant brands into a robust marketing data mart and enable multi-channel analytics and reporting of timely insights.

Key Objectives

- Create a central repository of marketing data generated by various marketing tactics/vendors
- Integrate all the marketing data sources into a single data mart to facilitate visualization and reporting on relevant marketing KPIs
- Sync the customer data in marketing schema with the customer master
- Define KPIs and design visualization dashboard to measure reach and marketing effectiveness for each channel

Axtria's Path to Goal: Deploy a data management solution on a single platform to manage marketing data from multiple vendors that will facilitate access to "clean" and "reliable" KPI data. Implement customer 360° visualization platform that shows customer engagement across all channels.

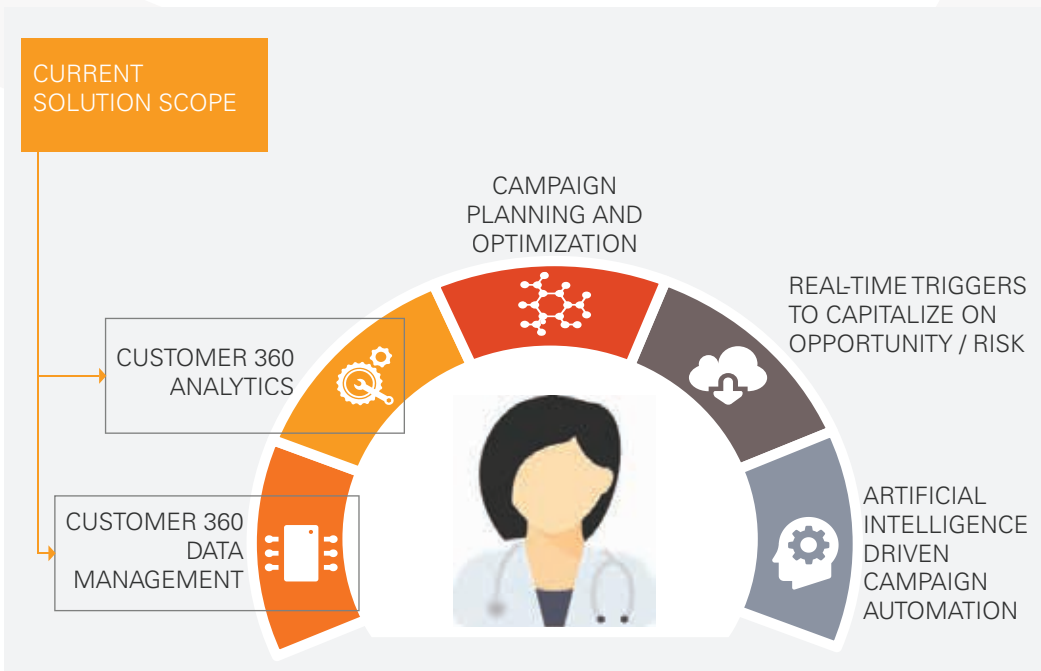
CHALLENGES

- Brand managers were getting multiple reports from different sources to analyze the demand, financial, and promotion data.
 - o No single report to link all three dimensions together and answer critical business questions
- For the performance of various marketing channels, each marketing vendor-provided separate reports
 - o No single view capturing all the marketing channels across the organization
- Marketing mix (MMX) results provided the optimal spends on each channel
 - o However, there was no way for brand managers to gauge the effectiveness of various promotion campaigns on an ongoing basis

AXTRIA'S APPROACH

- Axtria studied the brands and identified adequate hierarchy level (HCP/ Account/Cluster) to model the results.
- Axtria configured Axtria CustomerIQ™ solution, with
 - o Pre-built connectors to ingest data from all marketing agencies and channels
 - o Power BI based reporting solution integrating various data-set & providing meaningful KPIs to enable strategic decisions making

Axtria CustomerIQ™ was implemented to facilitate customer-centric marketing



- Developed CARE (Customer Activity & Response Evaluation) to measure the performance of all marketing channels
- Integrated MMX results to present adequate views – Customer/Account 360 for different brands
- Configured an online budget scenario planner to optimize various budget scenarios with necessary constraints

KEY TAKEAWAYS

At the end of the engagement, Axtria helped the client develop critical dashboards and reports as follows:

BRAND OVERVIEW	CUSTOMER CENTRIC	TACTIC ANALYZER	CUSTOMER 360
Provides "state-of-the-business," high level (national) view of key performance indicators, includes inputs from demand data, financial data, call activity, and data of all marketing initiatives.	Customer Activity & Response Evaluation (CARE) and managed care access at the district level to view what's working and well and where changes are necessary. Ability to view/export lists of HCPs and hyperlink to the 360 view.	View activity, performance, and effectiveness of personal and non-personal tactics. Brought the data of multiple marketing channels (email, website, doc alerts, banner ads, speaker programs, copay cards) from various vendors to provide one consolidated view of all marketing initiatives in the organization.	360-degree view of a customer with KPIs, content consumed, activity, and related profile information

CLIENT BENEFITS

Axtria was able to achieve the following:

- **Optimized promotional spend:** Axtria CustomerIQ™ StratIP enabled the client to run various budget optimization scenarios on their own & make strategic decisions
- **Measurable and defined impact:**
 - o Integrated view for the brand managers; for them to effectively link the financials, demand & promotion data
 - o Promotion view helped them identify the impact of various channels on demand
 - o 360 view of customer, integrating the demand and marketing data helped them track specific high target customers & their access
- **Enabled targeted engagement:** CARE helped them to assess the impact of various channels quantitatively & enable effective promotion strategies



CONCLUSION

The marketing of drugs involves a complex interaction between drug manufacturers and HCPs, IDNs, patients, providers, industry, and caregivers involved in health care. It becomes more complicated with the channels used for these interactions.

Brand teams/managers need a next-gen platform for managing promotional campaigns that provide a one-stop-shop for comprehensively managing the company's interactions with customers. At Axtria, while working with several clients, we have found that such platforms are beneficial as it brings data, analytics, planning, and execution under one platform. It is thus allowing far superior agility and flexibility in running and managing customer-centric campaigns.

Axtria CustomerIQ™ is designed by with significant prior experience working in life science marketing. It is a cloud-based platform to activate customer-centric marketing. It empowers marketers to use data more effectively, improve campaign outcomes, and enable quick, responsive marketing. Besides, Axtria CustomerIQ™ enables the omnichannel customer experience by listening across all channels and providing relevant, timely, and personalized promotions.

REFERENCES

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3. Medical Marketing in the United States, 1997-2016": Published by the Journal of the American Medical Association in January 2019
4. <https://media.jamanetwork.com/news-item/large-increase-seen-in-medical-marketing-over-last-two-decades/>

Founded in 2010, Axtria is a global provider of cloud software and data analytics to the Life Sciences industry. We help Life Sciences companies transform the product commercialization journey to drive sales growth and improve healthcare outcomes for patients. We continue to leapfrog competition with platforms that deploy Artificial Intelligence and Machine Learning. Our cloud-based platforms - Axtria DataMAX™, Axtria SalesIQ™, Axtria CustomerIQ™, and Axtria InsightsMAX™ - enable customers to efficiently manage data, leverage data science to deliver insights for sales and marketing planning, and manage end-to-end commercial operations. We help customers in the complete journey from Data to Insights to Operations.

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