

# CASE STUDY

## UP TO 10% HIGHER RETURN ON INVESTMENT (ROI) FROM OMNICHANNEL-LED DIGITAL ENGAGEMENT FOR A TOP TEN PHARMA

BALANCING TRADITIONAL APPROACHES, DIGITAL INNOVATIONS,  
AND DATA INSIGHTS TO PURSUE MARKETING EXCELLENCE



## INTRODUCTION

Today, pharma organizations are looking for ways to connect with their target customers more meaningfully. Integrating face-to-face interactions with online engagement is now a critical part of effective promotional strategies. This paradigm shift highlights how healthcare physicians (HCPs) are changing their behaviors and preferences. With the increase of digital platforms and the omnipresence of online interactions, pharma companies must recalibrate their marketing approaches to meet evolving demands.

However, while the potential benefits of a multichannel marketing approach are clear, the execution can be complex. Successfully enduring the intersection of traditional and digital channels requires a strategic framework, robust technological infrastructure, and a deep understanding of the target market and the intricacies of each marketing channel.

In this case study, we delve into the journey of a leading global pharma company as it faces the challenges of combining in-person and digital marketing channels. This case study also explores insights into the broader implications of unifying traditional and digital marketing in an evolving pharma landscape.

## BACKGROUND

The pharma company had a crucial goal: to create synergy among its promotional channels, which held strategic importance. Historically, the company had invested heavily in classical marketing methods, but now found itself in an environment of rising digital promotions and multichannel engagement. The pharma company encountered several challenges that necessitated a re-evaluation of its marketing strategies.

### 1. Disparate marketing channels

The pharma company was accustomed to long-established approaches, such as sales representatives' visits, sample distributions, and follow-ups with HCPs. However, the emergence of digital platforms introduced a new layer of complexity. Managing disparate marketing channels meant the company now had to ensure coherence and consistency across traditional and digital avenues.

### 2. Segmented customer engagement

With digital and multichannel efforts, customer engagement became fragmented. Understanding and effectively engaging with HCPs across various touchpoints posed a challenge for the pharma company. The segmented nature of HCP interactions made it difficult to deliver cohesive and personalized experiences across channels.



### 3. Optimization of marketing efforts

The pharma company recognized the need to optimize its efforts to stay competitive amid rapid market changes. Historical marketing methods, while effective, lacked the flexibility needed to adapt to changing customer behaviors and preferences. Optimizing marketing efforts required a data-driven approach to identify and capitalize on emerging opportunities while mitigating potential risks.

### 4. Technology upgrades

Creating synergy between face-to-face interactions and digital engagements required a strategic approach and robust technological infrastructure. With an abundance of data on digital interactions, validating and sorting information became a roadblock. Confirming which of those data points were valuable became a critical necessity.

### 5. Resource allocation

Allocating resources effectively across conventional and digital marketing channels presented a challenge for the pharma company. Limited resources necessitated prioritization to ensure optimal ROI. Balancing investments while maintaining consistency and relevance also posed a significant hardship for the company.

The advanced analytics team at the pharma company had been working with fixed target lists and basic rules for outreach efforts. However, this approach did not fully unlock the potential of its marketing efforts. Using data to detect and respond to changes in HCP engagement was crucial.

The ultimate goal was to combine digital experiences with existing marketing methods to improve topline growth and optimize marketing expenditures.

The case study explores how the pharma giant balanced traditional approaches, digital innovations, and data insights to pursue marketing excellence.



## SOLUTION

Axtria's solution to the pharma company's challenge of optimizing its marketing efforts revolved around five key pillars to enhance effectiveness and efficiency.



### 1. Data hub establishment

The first step involved creating a centralized data hub. This hub served as a repository for ingesting data from various sources within the system. Axtria built a comprehensive feature repository by compiling data from disparate channels. This foundational step facilitated the development of robust statistical models.

### 2. Accurate artificial intelligence/machine learning (AI/ML) modeling

Axtria focused on developing accurate AI/ML models after establishing the data hub. This phase entailed thorough data cleaning, feature engineering, and the construction of master datasets. By harnessing advanced modeling techniques, Axtria extracted meaningful insights to identify patterns within the data.

### 3. Recommendation file generation

The output of the statistical modeling phase culminated in the generation of recommendation files. These files contained actionable insights derived from the data analysis. By leveraging these recommendations, Axtria enabled the pharma company to strategically target HCPs with personalized promotions tailored to their evolving needs and behaviors.

### 4. Campaign management tool implementation

Axtria implemented a campaign management tool with recommendation files in hand. This tool facilitated the scheduling and execution of targeted marketing campaigns. By aligning promotional activities with the insights from the recommendation files, Axtria ensured maximum impact and relevance in the pharma company's outreach efforts.

### 5. Multichannel integration

A pivotal part of the solution involved combining in-person interactions with digital channels. Leveraging dynamic targeting capabilities, Axtria synchronized the pharma company's marketing campaigns across multiple channels seamlessly. **By delivering consistent messaging and personalized experiences, the pharma company enhanced engagement and drove the desired outcomes.**



The solution implementation spanned multiple phases. Dynamic targeting mechanisms and data-driven insights empowered the pharma company to optimize its marketing strategies effectively. As the project evolved, the company eventually transitioned ownership of the initiative to its internal teams, signaling a successful integration of the solution into its operations.

The pharma company progressed toward marketing excellence through comprehensive data analysis, strategic modeling, and targeted campaign management. By embracing an omnichannel approach and leveraging the power of data-driven insights, the company positioned itself to succeed during market shifts, ultimately achieving its objectives of enhancing marketing effectiveness and driving business growth.

## BENEFITS



### Topline impact

The pharma company witnessed a significant topline impact, with a **~10% lift in ROI from omnichannel-led digital engagement for flagship channels and vendors within 6-8 months** following the novelty phase. This improvement underscored the efficacy of the integrated marketing approach in driving tangible business outcomes.



### Dynamic targeting

Implementing dynamic targeting strategies yielded substantial benefits. The pharma company successfully prevented churn, reduced costs, and maximized sales by adopting monthly targeting practices. Notably, **the predictive modeling efforts accurately detected approximately 8% - 12% of HCPs moving across the adoption ladder each month** and provided tailored promotion to prevent churn. This showcased the power of data-driven insights in driving targeted marketing initiatives.



### Customer long-term value

The pharma company prioritized enhancing customer long-term value by leveraging predictive analytics. Recommendations were tailored based on HCPs' predicted total prescription value and their long-term behaviors. This hyper-personalized approach enabled the pharma company to optimize resources and tailor marketing efforts to **maximize customer lifetime value**.



### Expansion and global reach

The pharma company's marketing initiatives experienced exponential growth, expanding to more than 20 channels and vendors. Furthermore, the **company expanded into multiple global markets**. This underscored the scalability and effectiveness of the consolidated marketing approach, positioning the company for sustained growth and success on a worldwide scale.

## CONCLUSION

The case study highlights the complex journey of a global pharma company as it navigated the convergence of traditional and digital marketing channels. Axtria provided the pharma giant with strategic planning, robust technological solutions, and a data-driven approach. Our work enabled the company to address disparate marketing channels, solve its fragmented consumer engagement, and optimize its marketing efforts. By integrating conventional and digital strategies seamlessly, Axtria helped the company position itself to adapt and thrive to changing market forces. The insights from this engagement demonstrate how a multidimensional approach to marketing enables continued growth and success, even during times of industry fluctuation.

Founded in 2010, Axtria is a global provider of award-winning cloud software and data analytics to the life sciences industry. Axtria's solutions are used to digitally transform the entire product commercialization process, driving sales growth, and improving healthcare outcomes for patients. Our focus is on delivering solutions that help customers complete the journey from Data-to-Insights-to-Action and get superior returns from their sales and marketing investments. Our cloud-based platforms - Axtria DataMAX™, Axtria SalesIQ™, Axtria InsightsMAX™, Axtria MarketingIQ™, and Axtria CustomerIQ™ - enable customers to efficiently manage data, leverage data science to deliver insights for sales and marketing planning, and manage end-to-end commercial operations.

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