

Dynamic Targeting:

Five Pillars of Implementation for Pharma Sales Force Effectiveness



Axtria is proud to offer **Dynamic Targeting solutions** that work for some of the top players in the pharma and life sciences space.



Through our experience with these industry leaders, we've uncovered **FIVE critical components** that are necessary for every successful implementation.

1. Dynamic Targeting should be SMART, FAST, and REP-INFORMED

SMART

means powered by Artificial Intelligence and driven by Machine Learning analytics. By creating an AI/ML-based solution, we deliver better targeting.



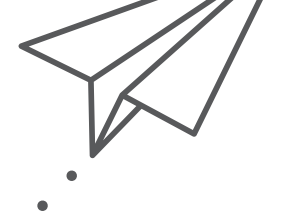
FAST

means frequent updates that utilize the latest customer insights.

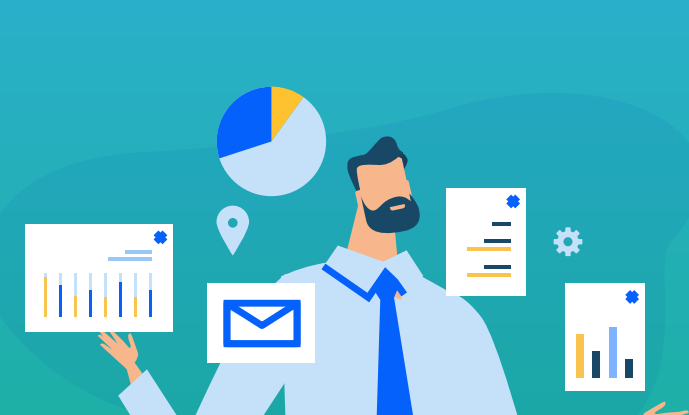


REP-INFORMED

means including local intelligence from your representatives working in the field.



2. Dynamic Targeting isn't a one-size-fits-all



It's not that relevant for cases where you're patient-hunting, for account-based/B2B selling, or for mature, stable brands.

It's **IDEAL** for a brand that has **left the launch phase** and is on a **growth trajectory**. But act fast, or you'll leave a lot of opportunity on the table.

3. Dynamic Targeting fills the gap between traditional call plans and Next Best Actions



NBAs are often overutilized for medium-term actions. Call plans are slow to be updated with new insights.

Dynamic Targeting bridges that divide, capitalizing on the investments you've made in NBA and **enhancing call planning** with the latest insights.

4. Dynamic Targeting must deliver a great rep experience

Use your reps' feedback

They are the eyes and ears on the ground. Their conversations with customers are full of valuable insights.

Make it easy to use

Reps need the latest information at their fingertips; unhidden and easily consumable. Custom dashboards can make all the difference.

Guide, don't dictate

Tell them why changes are being made. Present them as guidelines, not marching orders.

Minimize disruption

Strike a comfortable balance so the process fits the reps' workflow without completely upending them.

Axtria's experience in Dynamic Targeting can help you decide what cadence works best for your specific use case.

5. Engage all affected stakeholders

Some may balk at the word "dynamic," expecting a complete upheaval of their process. That won't happen if you get full stakeholder buy-in. Give them full transparency so they know what changes – and what benefits – to expect.

Some of the teams you'll brief include:

Sales Leadership	Insights & Analytics Team	Call Planning Team	Incentive Team	CRM Support
Brand Marketing	Compliance & Privacy	Predictive Modeling Team	Reporting Team	Data engineers

You may have more than a dozen teams that have skin in the game. It's crucial to get their buy-in and show how Dynamic Targeting benefits each one. Axtria can help you convince your leadership by showing them that "dynamic" doesn't have to be scary.

Moving to dynamic targeting has been proven to unlock significant value. Based on Axtria's industry benchmarks across life sciences companies, tangible impacts include:

2% - 10%

increase in top-line growth

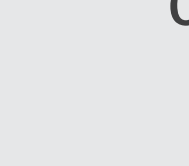
3% - 5%

increase in prescribers

50% - 60%

higher field acceptance and adoption

Axtria worked with a Top 5 Pharma organization to implement a complete Dynamic Targeting operation. Dynamic Targeting fit perfectly between NBAs and regular call plans to boost productivity and drive patient outcomes.



There were a lot of predictive analytics out there. With so many triggers and suggestions, we had to throttle them. We found the area where Dynamic Targeting can play, and showed the reps the value it can bring. We now have plans in place with both sales and commercial buy-in. We're now using "acute triggers," and we have an excited organization with a great plan in place.

– Senior Director



Contact Axtria today for a deeper dive into Dynamic Targeting and Omnichannel Orchestration. Let us show you how it can help you achieve your sales goals without disrupting your field force. We've done it for top pharma companies worldwide, and we'd love to do that for you as well.

Visit Axtria's [sales force effectiveness | segmentation and targeting solutions](#) web page to learn more about our segmentation and targeting solutions.



Founded in 2010, Axtria is a global provider of cloud software and data analytics to the life sciences industry. We combine industry knowledge, business process, and technology to help our clients make better data-driven decisions.

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