



CASE STUDY

Pharmaceutical Company Improves Customer Experience with In-Platform Journey Orchestration

The Redpoint CDP

Why

An international pharmaceutical and diagnostics company devoted to improving the lives of cancer patients with first-in-class therapeutics needed a customer data platform (CDP) to connect existing systems, centralize data and drive personalized content to healthcare professionals (HCPs) and end consumers.

Specific criteria for the CDP included:

- Track consumers across all touchpoints and segment on sophisticated business rules
- Dynamically match HCPs with patients with intelligent, rules-based decisioning
- Look-a-like marketing to push to endpoints (e.g. LiveRamp and other AdTech)

What

The company selected the Redpoint CDP as the best platform for managing data and intelligently orchestrating simple to complex journeys personalized for a patient or HCP. The company cited the Redpoint CDP's flexibility and open garden technology to support a crawl-walk-approach and future use cases.

The Redpoint CDP stood out with support for:

- Persona-based intelligence
- Acquisition targeting and engagement
- 1:1 personalization for patients and HCPs
- Real-time inbound messaging

Wow

With the Redpoint CDP, the pharmaceutical company now has a foundation in place to ensure that patients and doctors receive next-best offers consistently on inbound and outbound channels based on behavioral and transactional data, tailored and personalized for a segment-of-one.

Additional benefits include:

- **Stood up** the Redpoint CDP in eight weeks
- **Integrated data sources from multiple systems:** Snowflake, SFMC, Reltio Veeva, Google Analytics, OncLive, Guardant & Diaceutics Lab alerts
- **Enabled marketers** to begin A/B testing content for deeper personalization
- **Gave business users** an easy way to create segments, rules and customer journeys