

Redpoint helps a leading pharmaceutical firm grow sales by overcoming the soaring complexity of marketing to consumers and healthcare providers

Overview

A leading pharmaceutical company faced tough new challenges in marketing to consumers and healthcare providers. For providers, it needed to establish repeatable processes to comply with increasingly complex rules, from HIPAA to Medicare Part D and the Affordable Care Act. On the Direct-to-Consumer (DTC) side, it needed to manage increasingly sophisticated marketing paths throughout the customer lifecycle: often, not just for one product, but across multiple products in the same family.

In both consumer and provider marketing, the company faced accelerating complexity associated with both data and campaign management. If it couldn't manage this complexity, it couldn't leverage new opportunities – or even stay competitive in markets it led. The company found an ideal partner to help get this complexity under control: Redpoint.

Working with Redpoint, marketers have established an automated platform encompassing both data and campaign management. This platform simplifies compliance, while reducing the resources required to integrate data, plan new campaigns, and execute them. Once data and campaign management processes are created with Redpoint's point-and-click interface, they can be easily repeated, magnifying efficiency gains.

Background

Redpoint's client is a major global pharmaceutical company offering a diverse portfolio of products for both treatment and prevention, including prescription drugs, generics, consumer healthcare products, and other solutions targeted at both physicians and individual consumers.

The Challenges

Everything about our client's marketing environment keeps growing more complex and challenging. Its customers were now engaging a far wider range of healthcare information sources about healthcare. Today, a customer's lifecycle might begin at a wide range of entry points, from an untargeted TV campaign to a card picked up at a doctor's office, or a Google search leading to a company branded or non-branded website.

Physicians had moved rapidly to engage via specialized online communities, streaming video, and mobile devices. Meanwhile, physician shortages were leading to increased decision-making roles for non-physician providers.

Sales cycles had grown increasingly complex. Pharmaceuticals were no longer viewed as "magic bullets," but as elements of systems of services and education for promoting health. This translated into new forms of marketing; for example, marketing "touches" aimed at encouraging people to keep taking their medicine and following their doctors' instructions.

LEADING PHARMACEUTICAL COMPANY

OBJECTIVES

- Manage the intense and accelerating complexity of pharmaceutical marketing.
- Organize, analyze, and effectively utilize customer surveys and other new information sources.
- Automate flexible individualized pathways through the customer lifecycle, to support more personalized and effective marketing.
- Cost-effectively ensure compliance with a growing array of laws and regulations

RESULTS

- Implemented unified, easy-to-use platform for managing data and campaigns together.
- Enabled the creation of new types of campaigns that are more responsive to the needs and preferences of individual consumers.
- Supported company strategies and brand extensions more effectively.
- Built reusable processes and workflows that make compliance easier, more consistent, and less expensive.

Our client and other pharmaceutical marketers responded to these shifts in multiple ways. For example, in addition to branded websites, our client created unbranded web sites engaging consumers around specific conditions. When a potential customer visits such a site, she was asked to fill out a survey which captures a wide range of information. For example, many people visit medical sites to learn about new treatment options for a family member. These prospects need different communications from those visiting for themselves.

All these issues added complexity to pharmaceutical marketing. The company's marketers wanted to create far more sophisticated paths through the consumer lifecycle, but didn't have adequate operational processes and systems in place. Meanwhile, in response to changing customer needs, product families were growing in complexity, as new dosage options or delivery mechanisms became available. Now, marketers also had to create campaigns to move users between products in a single family.

With more channels, products, brands, and incoming survey data, far more information needed to be managed, analyzed, and utilized to drive campaigns. All that data needed to be managed in ways consistent with increasingly strict government requirements. Clearly, these problems were interrelated – and, just as clearly, the marketer's systems and manual processes weren't up to the task.

The Solution

To address all these data, analysis, and campaign management problems, the client implemented the Redpoint CDP platform.

Using the easy graphical interfaces built into Redpoint's solution, marketers constructed flexible automated pathways to support today's more complicated sales cycles. It also uses Redpoint to integrate the company's diverse customer data sources and generate lists for marketing campaigns via direct mail and a growing number of online channels.

The Results

With this foundation in place, the company can build marketing campaigns that more effectively respond to each customer's unique needs. Through automated flowcharts, it can immediately adapt each consumer's marketing plan based on the results of the last touch or the entire relationship to date. For example, if a consumer has already been sent a sample, she might next receive a newsletter instead.

Now, marketers can handle complexities such as differences between customers who are or aren't interested in a pen injection product, or prefer an extended release tablet to a normal release version. It can also build complex suppressions based on metadata hierarchies, further customizing marketing to the individual.

All these capabilities are translating into improved performance on multiple metrics, including higher consumer conversion rates, higher rates of compliance and long-term retention, and higher rates of physician and non-physician provider adoption.

Using Redpoint, a leading global pharmaceutical company created automated flowcharts to flexibly handle even the most complex customer lifecycle. It can instantly respond to the results of the last marketing touch—or the evolving status of the entire relationship. By regaining control of its complex marketing processes, it has improved results in campaigns aimed at both healthcare providers and consumers.

About Redpoint Global

Redpoint helps innovative companies ignite the full potential of data to drive superior customer experiences across the enterprise. The Redpoint CDP creates the most complete, timely and accurate unified customer profile to power any business use case, using industry-leading data quality and identity resolution combined with dynamic, no-code segmentation and activation. Marketers and CX leaders rely on Redpoint to fuel hyper-personalized experiences that yield tangible ROI in customer acquisition, engagement, loyalty and retention.



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