

Individual level targeted marketing for GPs

THE CHALLENGE

Our client, a global pharma leader, was looking to introduce personalized marketing at individual GP level for 3 of their key product lines, as GPs were the key prescribers and drivers of sales.

OUR SOLUTION

We provided tangible findings at individual GP level about which series of interactions (face-to-face meeting, follow-up e-mail, newsletter, etc.), what timing and in what context would be most beneficial when approaching each individual clinician out of a market of 136,000 GPs. Our team analysed the historical behaviour (churn, event visits, level of engagement) and prescription patterns across time and put these against a total of 39 different possible interactions with different dimensions (content, timing, etc.) for each interaction.

THE RESULTS

Our final deliverable was a model which provided suggestions on the optimal customer journey for each individual GP including how to contact them, what content to share with them, optimal timing to communicate with them in order to have highest open rates etc.

