TEALIUM | powered by **aws**

Global Pharmaceutical Organization Drives Health Care Provider Leads Based on Real Time Intent

Challenge

In order to grow share of prescriptions and in turn revenue, the global pharma company turned to Tealium to create a single customer view of healthcare providers, passing activity from both offline and digital channels to their CRM (Veeva) for prioritization of sales calls by provider based on intent scores and personalizing content in real time to drive registrations and increase prescription rates.

Solution

The business is centralized data globally across its portfolio of products which total $50B+ in annual revenues.

- Deployed Tealium across 50+ Global Website Properties
- Increased Customer Conversion Rate by 25% due to enhancing 25+ Service Chatbot integrations

Results

With an integrated 360 degree view of Healthcare Providers, and Patients, the organization has been able to:

- Increase ROAS with timely and targeted messaging across their digital marketing channels
- Prioritize the Lead Funnel to Field Sales Reps to target HCP's based on real time intent
- Reduce Complexity and Reliance on IT, gaining operational and marketing efficiencies