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 unified 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:

- Improve 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

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

The Challenge

In order to grow share of prescriptions and in turn revenue, the global pharma company needed to create a single 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. They had difficulty combining these data sources due to slow, batched processes that required manual intervention. They were also concerned with privacy and consent and whether they were handling this data correctly.

The Solution

By implementing Tealium's AudienceStream, they were able to stitch together anonymous user data across technologies and channels to provide personalized and consistent experiences across touchpoints. With Tealium's data collection tools they were confident the data was in compliance with privacy and consent laws. By integrating Tealium, CRM and ERM data together, they were able to share the data anonymously with 3rd party vendors without exposing PII data.

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

AWS Services:
CloudFront CDN, Kinesis, EC2, S3, and some Route 53, EC2, DynamoDB, Kafka, Load Balancers, ElastiCache Redis, and CloudWatch