Global Life Sciences Leader Revitalizes Customer Engagement to Maximize Customers' LTV

Personalized topic recommendations, automated outreach reminders, and targeted awareness campaigns help increase re-engagement by 36%

Global Healthcare & Pharmaceutical Leader

Executive Summary

The pharmaceutical products division of a global leader in the life sciences industry saw a dramatic shift in healthcare professionals preferring to engage remotely during the pandemic. This preference remains today, with 87% of healthcare professionals wanting either all virtual or a mix of virtual and in-person meetings with sales reps.

As a result, the company wanted to improve the performance of cost-effective digital channels like email and website by ensuring sales reps engaged with healthcare professionals in the right way, at the right time, with the right content. To achieve this goal, they deployed Treasure Data Customer Data Cloud, which provides unified, 360-degree customer profiles that the company was able to use to:

- **Boost email open rates by 22% and re-engagement rates by 36%**

- **Orchestrate scalable personalized topic recommendations for sales reps**

- **Send automated email reminders to help sales reps optimize the timing of their outreach**

> *"Sales rep emails which included personalized topic recommendations achieved an average open rate of 36% in contrast to a 3% average open rate of headquarter emails."*

Challenges

- Needed to increase engagement with healthcare professionals on digital channels
- Wanted to increase customers' maximum lifetime value (LTV)
- Needed to maintain data security and privacy compliance

Use Cases

- Email activation
- Maximize LTV of buyers
- Enhanced sales automation
- Security and privacy management

Solution

- Created a unified database of all healthcare professionals' data with the appropriate security in place
- Deployed automated emails to sales reps with personalized topic recommendations and optimal follow-up timing
- Segmented and deployed targeted awareness campaigns for healthcare professionals

Business Impact

- Engagement: 22% increase in email open rate and 36% increase in email re-engagement rate
- Personalization: 3M personalized topic recommendations provided to 2K sales reps
- Customer acquisition: 173K+ healthcare professionals engaged by sales reps
- Consent management: Accurate privacy preferences maintained and PII data secured

Why Treasure Data

To optimize incremental revenue, the life science company's sales reps needed to have personalized email and web marketing customer communications. But the company's existing systems were costly, inflexible, and had capacity limitations. The shift to digital channels for engagement with sales reps made it mission-critical for the company to have standardized capabilities around data-enabled marketing automation and activation, as well as enterprise-level data security and compliance.

The company realized they needed a customer data platform (CDP) that could provide data unification and ID resolution to enable a 360-degree customer profile. Treasure Data Customer Data Cloud enabled the company to create a unified database of all healthcare professionals' data with the appropriate security in place.

Email and Web Marketing Personalization Boost Engagement

Since deploying Treasure Data Customer Cloud Data to unify all customer data, perform ID resolution, and integrate with marketing automation and recommendation engine technologies, the company has seen strong results:

- Optimized engagement by orchestrating a scalable model to push out topic recommendations to sales reps for each pharmaceutical brand based on each rep's individual cycles.
- Maximized LTV of buyers by automating notifications to sales reps to follow-up with healthcare professionals.
- Improved marketing ROI by identifying what content healthcare professionals were engaging with most to reallocate and invest more in content with the highest engagement.
- Ensured all data privacy and contact preferences were kept up to date and PII data secured and only accessible by the appropriate security measures.

The Results

36%
email re-engagement rate

3M+
unique topic suggestions provided to sales reps

173K+
healthcare professionals engaged by sales reps

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To learn more about how Treasure Data can help you use all of your customer data to improve campaign performance, achieve operational efficiency, and drive business value with connected customer experiences, visit www.treasuredata.com.