

 TREASURE DATA

# HCP ENGAGE

THE WINNING FORMULA  
FOR PHARMA

ACX IOM

# INTRODUCING HCP ENGAGE

The pharmaceutical industry adapted quickly during the COVID-19 pandemic, and the volume of digital communications sent to healthcare professionals (HCPs) increased as pharma companies fought to earn a valuable slice of HCPs time and attention. Pharma marketing had to mature rapidly if it was going to support new ways of working. In the wake of the pandemic, this shift looks permanent.



## EMPOWER INNOVATION AND OPTIMIZE HCP CX

The sudden increase in communications marketers are sending to HCPs hasn't necessarily meant success for pharma brands. HCPs have become increasingly frustrated with the torrent of what they consider unnecessary and sometimes irrelevant information, with some even resorting to providing bogus email addresses to evade the noise.

So, how can pharma companies engage HCPs without irritating them? Meaningful, empathetic, timely and relevant communications that deliver better patient outcomes is integral to marketing success. How can pharma marketers deliver personalized, relevant experiences across all touchpoints to drive meaningful connections that accelerate growth?



DRIVE PERSONALIZATION AND RELEVANCY



INCREASE HCP ENGAGEMENT, FOSTER TRUST & LOYALTY



DRIVE MARKETING EFFORTS WITH REAL DATA INSIGHT



BRING ALL YOUR HCP DATA INTO ONE PLACE & DELIVER INSIGHT



DELIVER THE RIGHT CONTENT AT THE RIGHT TIME

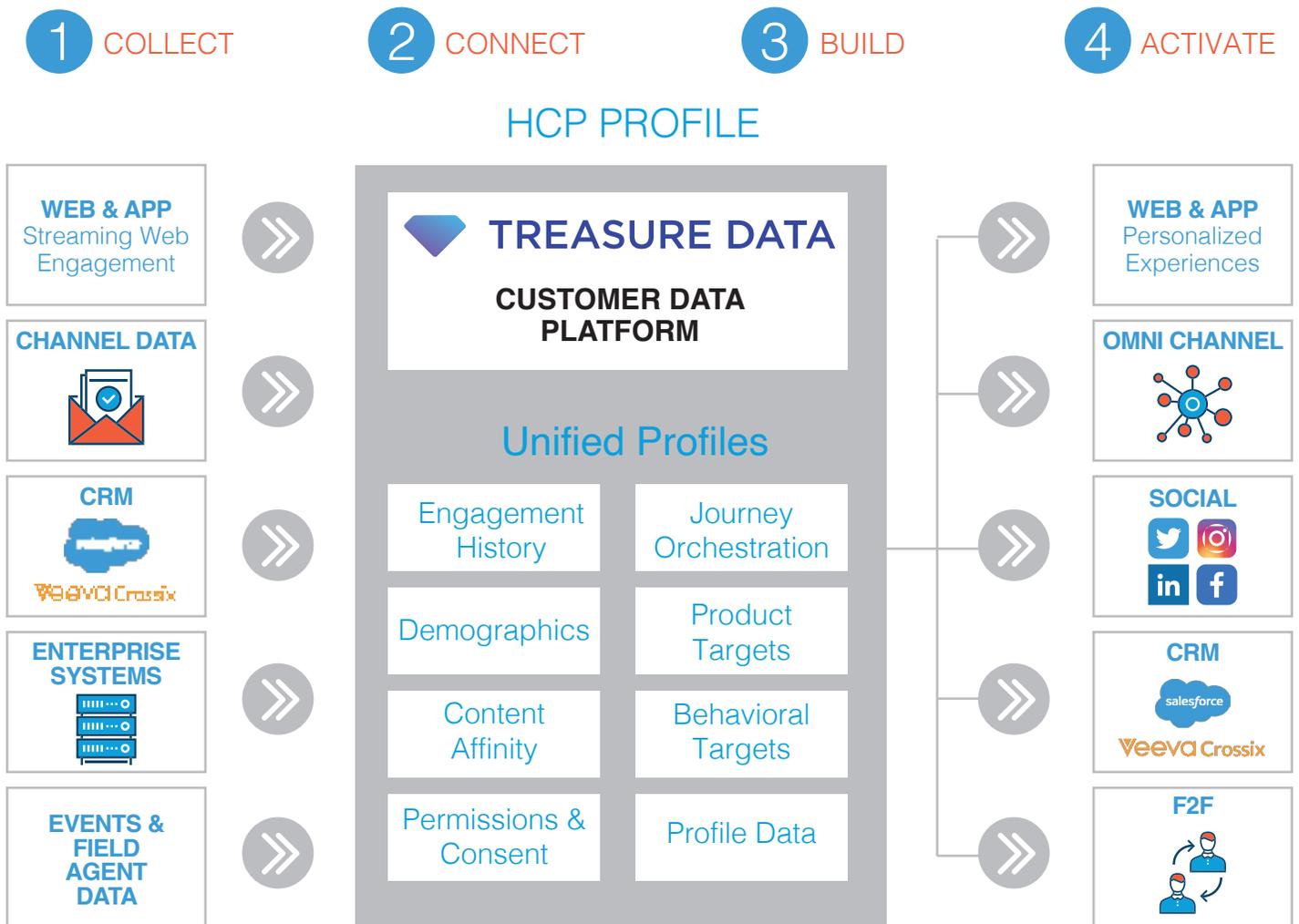


BOOST ROI

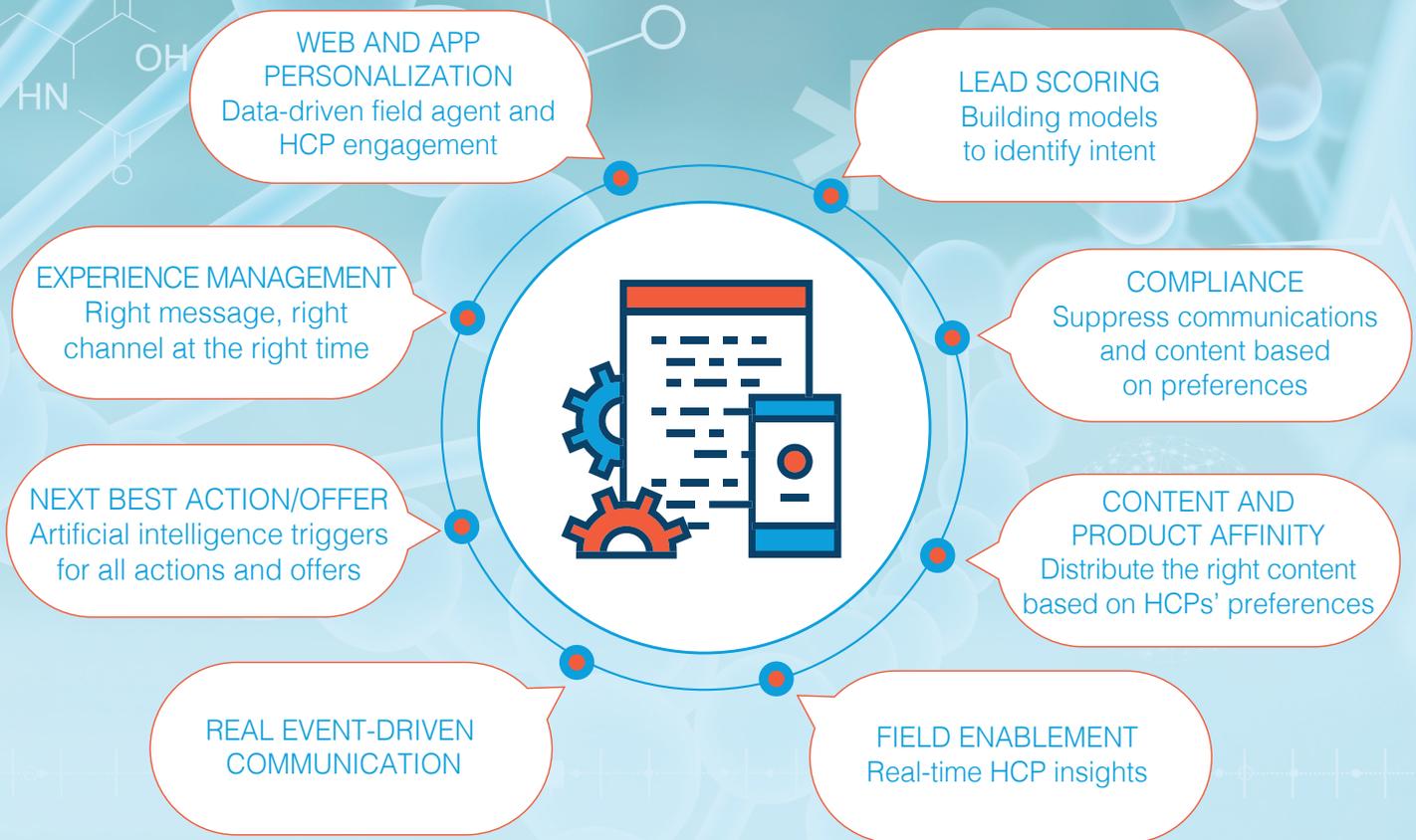
# UNDERPOWERED?

HCP Engage is the healthcare professional engagement platform that combines unified data intelligence and implementation services from Acxiom and market leading customer data platform (CDP) technology from Treasure Data. The platform is designed to connect data from disparate sources, bringing it all into one place to enable pharmaceutical marketers an easy, no-code way of customizing and delivering on personalization efforts. Acxiom solutions experts collect and connect HCP customer data from multiple systems and channels to drive accurate insights to build a unified HCP profile based on engagement history, demographics and interactions with content. Then, using that unified customer profile, the Treasure Data CDP enables marketers to build HCP audiences to target based on product, behavioral and HCP profiling, before finally activating that data across marketing platforms including web, app, social and CRM.

## HCP ENGAGE PLATFORM BLUEPRINT



# SOME EXAMPLE USE CASES



## HCP ENGAGEMENT IN FOUR EASY STEPS

1

### COLLECT

Gather Data From Multiple Sources

- Web and Apps
- Enterprise Systems
- Channel Data
- Events and Field Agent Data
- CRM



2

### CONNECT

Create a Unified Customer Profile (UCP)

- Engagement History
- Content Affinity
- Demographics
- Permissions and Consent



3

### BUILD

Structure and Inform Your Targeting

- Journey Orchestration
- Behavioral Targets
- Product Targets
- Profile Data



4

### ACTIVATE

Deliver Personalized Experiences and Drive Business

- Web and App
- CRM
- Omni-channel
- Face-to-Face
- Social



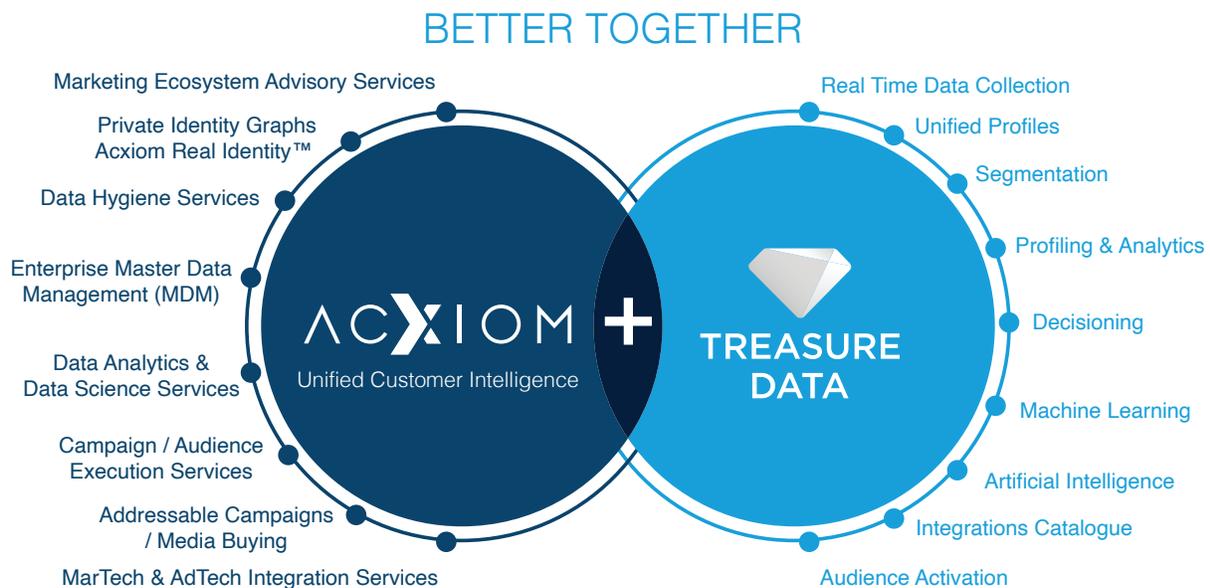
“First-party data is more accurate, provides better insights, and higher conversion rates and is a priority for marketing customer relationships.”

— Source: Forbes.com, First-Party Data will Reign Supreme For Marketers in 2021

# WHY ACXIOM AND TREASURE DATA IS RIGHT FOR YOU

Acxiom's enterprise-class capabilities and services help you significantly improve the performance and business outcomes of your CDP investments. We do this in five ways:

- 1. ENTERPRISE CUSTOMER DATA MANAGEMENT** Combine Acxiom's data management solutions with your CDP to connect all your customer and prospect data in one place to fuel in-the-moment personalization, critical historical insights, and forward-predictive capabilities.
- 2. CUSTOMER MODELING** Create a customer portrait and refine targeting with look-a-like and response modelling, combining data from your CDP with other data assets like the demographics of customers who execute offline transactions.
- 3. IMPROVED PERSONALIZATION** Tailor your personalization strategy to pair your CDP with Acxiom's Real Identity™ solution, enhancement data, and robust customer data management capabilities to improve your personalization accuracy, intelligence, and performance; capture all your CDP events and keep them as long as you want to create a comprehensive personalization strategy centred around your customers' interactions—anytime, anywhere.
- 4. IMPROVED IDENTITY ACCURACY AND REACH** Extend your CDP's identity capabilities with better reach and accuracy by including your unique brand identity graph and referential identity for more accurate customer recognition, so you can optimize your customers' experiences with your brand.
- 5. ADVANCED ANALYTICS** Meet your unique, sophisticated analytics and measurement needs by combining your CDP data with all your first-, second- and third-party data assets for use by your in-house and/or Acxiom's data scientists, then deploy actionable insights and results into your CDP.



## TO LEARN MORE

about how Acxiom can work for you, contact us at [info@acxiom.com](mailto:info@acxiom.com).

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