



ACXIOM

AN ACXIOM CASE STUDY

Improving healthcare professional interactions through data-driven customer experiences

Overview

A leading global pharmaceutical company sought to enhance its digital communication capabilities with healthcare professionals (HCPs) by adopting a more streamlined, data-driven approach. To achieve this, the company implemented the Treasure Data (TD) customer data platform (CDP) as the central solution to design and automate customer campaigns, provide real-time customer views, and deliver personalised experiences. Through an evolving partnership, Acxiom extended support beyond implementation, assisting with marketing process adaptation, operational segment creation, and customer journey design.

Objectives — driving efficiency and personalisation in HCP engagement

The pharmaceutical company aimed to shape the digital transformation of its omnichannel communication strategy. The primary objective was to improve the efficiency and relevance of interactions with HCPs by integrating data from multiple sources into a single platform that supports personalised, targeted communication. The TD CDP supports key processes across brand and campaign execution, customer journey orchestration, omnichannel activations, and marketing performance improvements. With the CDP, the company integrates analytics, content orchestration, and reporting to ensure efficient, purposeful HCP interactions. This collaborative effort has helped evolve Acxiom's role from technical to strategic, supporting both IT and marketing functions in achieving business goals.

Objective

A leading global pharmaceutical company aimed to improve the efficiency and relevance of healthcare professionals' (HCP) communications by integrating data from multiple sources into the Treasure Data CDP for personalised and targeted engagement.

Approach

Acxiom integrated many data sources into the Treasure Data CDP to create unified customer profiles, enabling personalised, omnichannel messaging. Over time, Acxiom evolved into a strategic partner, supporting the redefinition of marketing processes and customer journey design.

Results

The company improved marketing efficiency, reduced campaign activation time, and enabled seamless HCP communication through a unified data platform. The CDP's closed-loop system refined segmentation and enhanced future interactions by learning from campaign outcomes.

Key Stats

Implementation costs were reduced from £300,000–£900,000 to £60,000, while deployment time dropped from seven months to two months, scaling the solution globally.

Outcomes – driving marketing performance and cross-channel success

Unified Customer Profiles	The company now has a unified view of all previously fragmented HCP data across CRM, website, and sales calls. This consolidated data allows for more effective targeting and engagement with HCPs.
Faster Campaign Activation	Campaign segmentation and activation times have been dramatically reduced from multiple weeks to a few minutes, enabling rapid response to HCP behaviours in real time.
Cross-Channel Orchestration	The client can now deliver consistent, personalised experiences across email, web, and paid media, leading to a significant increase in marketing impact.
Scalability	Acxiom and the client collaborated to create a scalable white-label solution that reduced implementation costs from £300,000–£900,000 to around £80,000, with deployment time reduced from seven months to two months. This white-label solution can now be adapted for smaller markets whilst allowing bespoke solutions for larger strategic markets.
Improved Marketing Efficiency	Automation of personalised communication and rapid campaign activation have enhanced marketing performance, allowing the client to plan and execute campaigns that adapt in real time to HCP responses, driving engagement and improved outcomes.

Conclusion

By partnering with Acxiom and implementing the Treasure Data CDP, this leading pharmaceutical company has transformed its approach to HCP engagement. The CDP has provided a unified view of customer data, enabling precise, personalised interactions across multiple channels. This transformation has not only improved the company's marketing efficiency; it has also strengthened its position as a leader in delivering exceptional, tailored experiences to healthcare professionals. Acxiom's evolving role in supporting both the strategic and operational aspects has positioned the partnership as essential for driving innovation in data-driven marketing.

Want to know more?

To find how Acxiom can help you find and reach your best customers, contact us at info@acxiom.com.

ACXIOM