



What Sets Allturna Apart...

Relationship Marketing (RM) is the key to your Brand’s success. At Allturna, we define RM as a series of individually orchestrated activities (e.g. Email, Direct Mail, SMS, Salesforce Support) designed to develop interest and trust in your brand.

Allturna’s proven Best Practice model draws on behavioral preference & engagement activity of individual physicians/consumers to design and deploy marketing campaigns that drive revenue.

Regardless of live cycle stage, if your firm is in Pre-launch, Launch, or is fully Commercialized, Allturna’s continuum of tactical and scalable strategic services are customized to the client’s business model.

Tactical & Strategic Offerings



- ✚ HCP Insights – Behavioral Targeting & Opportunity Analysis
- ✚ Target Market Assessment – Customized by Business Model
- ✚ White Space Management – Maintain market share
- ✚ Salesforce Marketing Cloud – Fully Certified, Maximize Investment
- ✚ Healthcare Marketplace Data Warehouse, Cross Brand Analytics
- ✚ Omni-Channel Marketing

CRM Strategy & Deployment with Analytic Insight



- ✚ Brand strategy informed by data and pulled through the execution of CRM
- ✚ Campaign execution designed with a test and learn approach integrated into measurement goals
- ✚ Ability to provide technology platforms or leverage in house or 3rd party vendors
- ✚ Actionable insights delivered that inform ongoing strategies and messaging
- ✚ Focus on brand success as a measure of our success

Data Stewardship 3rd Party Platform Expertise



- ✚ Campaign Management, Sales, and Data Platforms
- ✚ Business Intelligence, Cloud Computing, and ETL support
- ✚ 3rd Party Data Integration
- ✚ Salesforce Marketing Cloud Consulting Partner

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