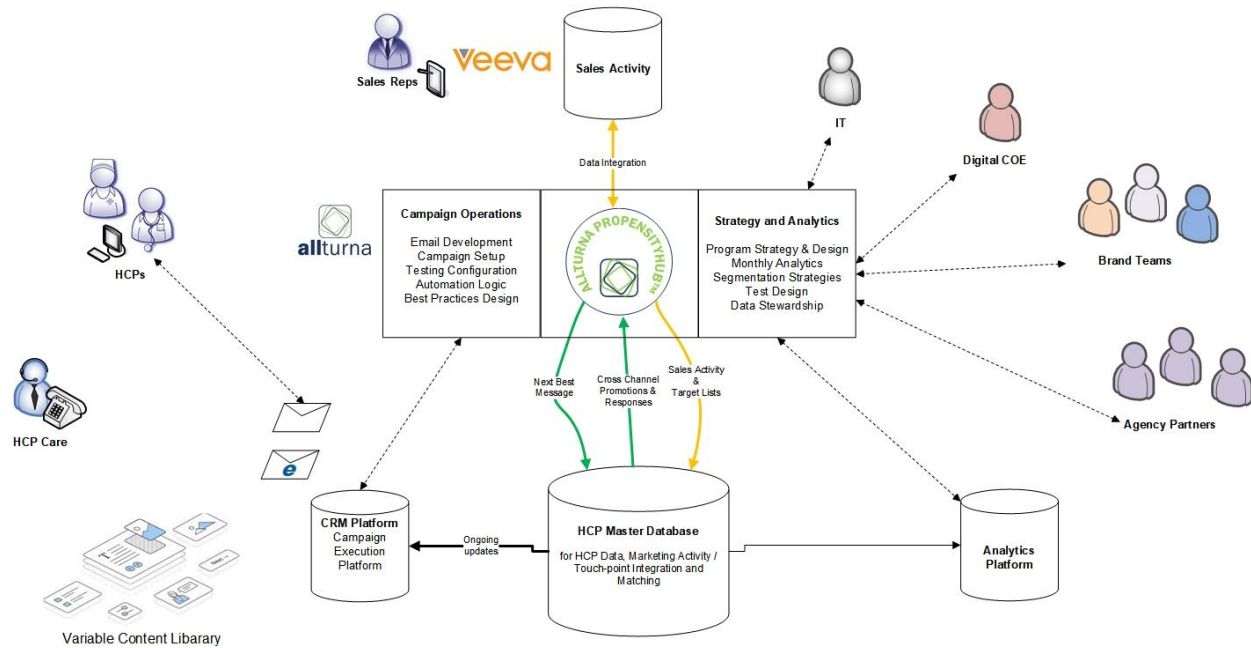


Driving Dialog Based Marketing Across Channels



Background: With downward budget pressure on sales and marketing costs, an Allturna client needed a way to increase the reach and impact of a reduced sales staff. The goal of the effort we threefold:

- Make the sales call more efficient and effective so the same number of reps could reach more HCPs
- Reach the HCPs through other less costly channels to support brand messaging and increase the impact of each sales call
- Deliver the most appropriate message to the HCP based on prior interactions and their “relationship” with the brand (e.g. aware, trial, prescriber, advocate) to drive increased brand share

Solution: Through the use of data, analytics, and targeted and tailored messages through both the sales and non-personal channels, Allturna created an ecosystem that delivered the next best message to the HCP regardless of the channel. Bi-directional data integration was required between the sales and CRM platforms and sophisticated algorithms put in place to provide intelligence to the sales rep for their next interaction with the HCP or to the CRM platform to drive non-personal messages. Each messaging decision built upon the prior interactions across channels to inform the next message.