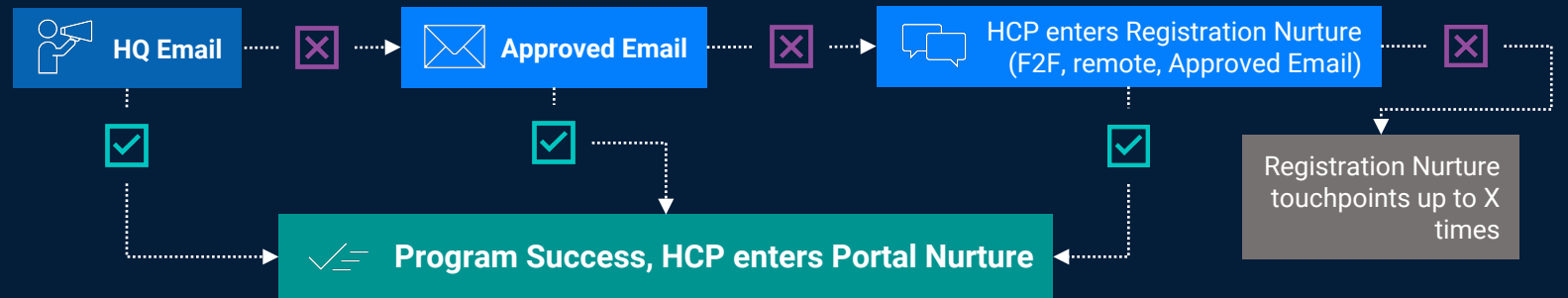


# CASE STUDY | AI-driven cross-channel execution drives 80% of HCP web portal registrations

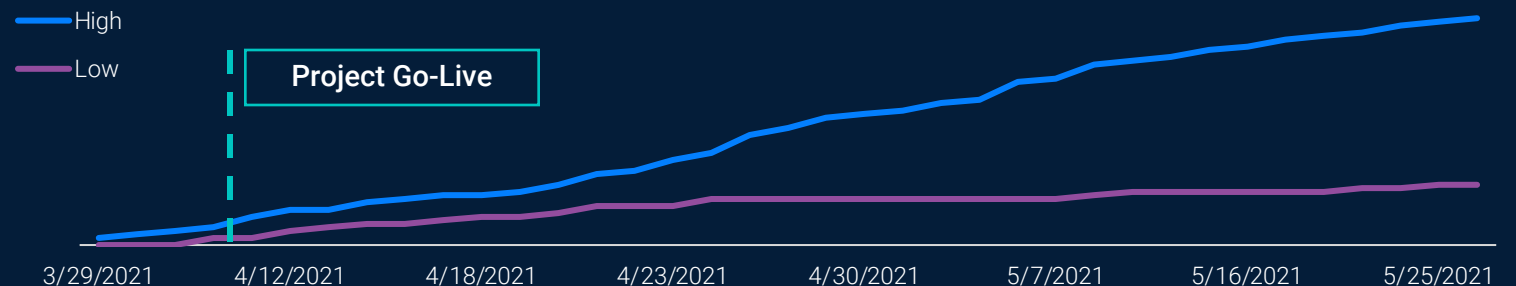
## DETAILS

- A pharma company recently launched a web portal and partnered with Aktana to drive HCP registrations.
- The HCP customer journey spanned HQ emails through Marketo, Approved Emails, F2F visits, and remote meetings.
- **High-adopters of Aktana sent 40% more approved emails and invitations than low-adopters.**
- **80% of HCP registrations came from physicians who were visited by high-adopters of Aktana.**

## SAMPLE CUSTOMER JOURNEY\* Portal registration complete No engagement or no registration



## Evolution of HCP portal registration by Rep Engagement Segment



\*One example of many customer journeys deployed.