

Aktana empowers reps to use multichannel marketing more effectively.

CHALLENGE

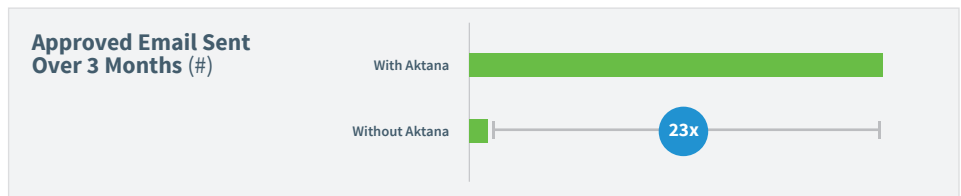
Statistics show that physicians are three times more likely to open an email sent by a rep than an automated message from HQ. Unfortunately, the time required to ensure compliance, track channel activity and analyze the necessary data to trigger the right message at the right time deters many reps from doing so. To encourage reps to engage with multichannel marketing (MCM) in addition to field sales, one top global pharma company employed Aktana to dramatically streamline this time-intensive process.

APPROACH

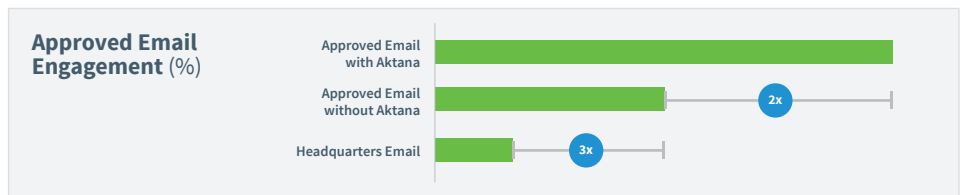
By pre-synthesizing data, tracking interactions and delivering strategically timed, compliant emails within the CRM, Aktana decision support removed the most burdensome MCM tasks from the rep's plate. Guided by Aktana's suggestions and insights, reps felt more empowered to send approved emails, increasing between-visit touches without creating a disjointed user experience for the HCP.

IMPACT

23x more emails sent in three months | Aktana's suggestions led to a dramatic increase in rep use of Veeva CRM Approved Email.



Two-fold increase in engagement | When reps sent approved emails and letters prompted by suggestions, HCPs were twice as likely to open them.



Significant Aktana-attributed impact | Compared to a control group, HCPs who received suggestion-driven letters and emails from reps were responsible for a 4% increase in new prescriptions. Suggestions were generated using data inputs including brand strategy, HCP segmentation, Rx data and activity from both reps and HQ.