

# Drive Better Customer Engagement

Empower commercial teams to make smarter decisions and achieve greater results

As healthcare professionals (HCPs) expectations in the life sciences industry evolve, organizations have increased their investments in data, digital, and analytics to pursue a better customer experience. Unfortunately, sales and marketing teams remain siloed and it's challenging to guide informed engagement with customers that best leverage these investments.

**Bring true personalization to your customer engagement efforts.** The Aktana platform is a suite of products that uses AI to help life sciences commercial teams make data-

driven decisions for more effective, personalized customer engagement. Rather than set and deploy strategies at discrete times throughout the year, brand teams can develop agile go-to-market strategies that adapt and improve over time. With every new data point, Aktana intelligently guides sales and marketing teams to coordinate a better experience for customers across channels.

**That's why over 150 brands and more than half of the top 20 global pharmaceutical companies use Aktana.**

## Key Business Benefits



### Improve the customer experience

Create a personalized and consistent brand experience for each customer, delivering only what's relevant, and when, through their preferred channel.



### Unlock the value of your investments

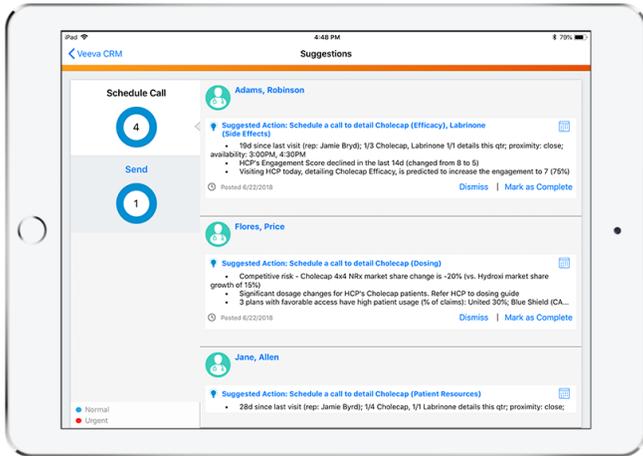
Unite digital channels, data purchases, and analytics capabilities to increase utilization and return on investment (ROI).



### Drive increased sales

Increase sales by helping commercial teams allocate and make the most of their time for the biggest impact on the business.

The three products of the Aktana platform provide a framework for intelligent go-to-market strategy and execution.



## AKTANA ACTION

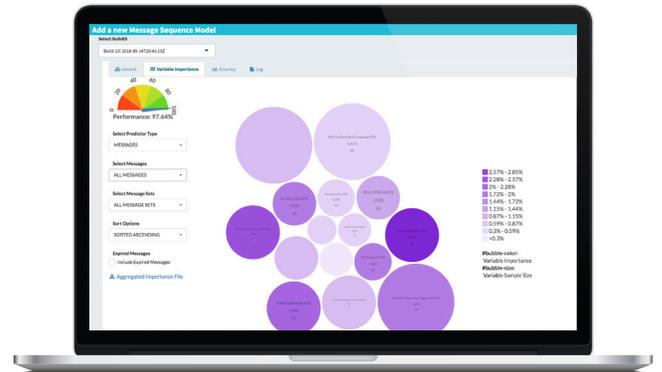
Align sales and marketing for more intelligent and effective customer engagement

Aktana Action transforms brand strategy into daily suggestions and insights for the field directly in their CRM system. By uniting life sciences sales and marketing teams, Aktana Action enables seamless coordination of the healthcare professional (HCP) customer experience. This continuous learning ensures every resulting customer interaction guides micro-adjustments to improve execution, aligning sales and marketing on brand strategy year-round.

## AKTANA VISION

Elevate brand strategy performance through richer, more contextual analysis of execution

Aktana Vision provides unprecedented visibility into the impact of variations on brand strategy and execution. By analyzing complex patterns in vast datasets using AI built specifically for the life sciences industry, Aktana Vision highlights the optimal path to results and makes it easy to take action on strategy.



## AKTANA FUSION

Unite and maximize every available analytics output for enhanced team performance

Aktana Fusion brings together best-in-class AI with Aktana's own proprietary AI and makes it actionable. Accounting for context, existing priorities, and real-time data, Aktana Fusion resolves potentially conflicting insights to provide clear guidance to commercial teams directly in Aktana Action.

Aktana customers have achieved 40 percent improvement in CRM satisfaction, up to 15 percent sales lift, and 2x compliant email open rates.