

Enterprise-Level Multichannel Sampling for Multiple Brands via Integrated Multichannel Marketing

A top 5 biopharmaceutical client was looking to implement multichannel sampling for multiple brands across several targeted regions. An integrated, real-time, coordinated sampling program resulted in improved reach, improved Return on Investment (ROI), incremental revenue gains, and significant cost reductions.

CLIENT CHALLENGES

- Four regional, multi-brand sampling programs with multimillion dollar budgets
- Only outbound tele-sampling in place
- Variability of regional targeting and customized business rules on brands offered and their quantities (typically focused on protecting rep access)
- Disparate approach to data management, script handling

SOLUTION

Situation analysis revealed potential for efficiency and synergy across brand infrastructure and operations. A consolidated and integrated multichannel approach was applied across the enterprise to achieve seamless integration and improved target HCP penetration.

- Migrated all existing sampling programs onto an integrated program, including:

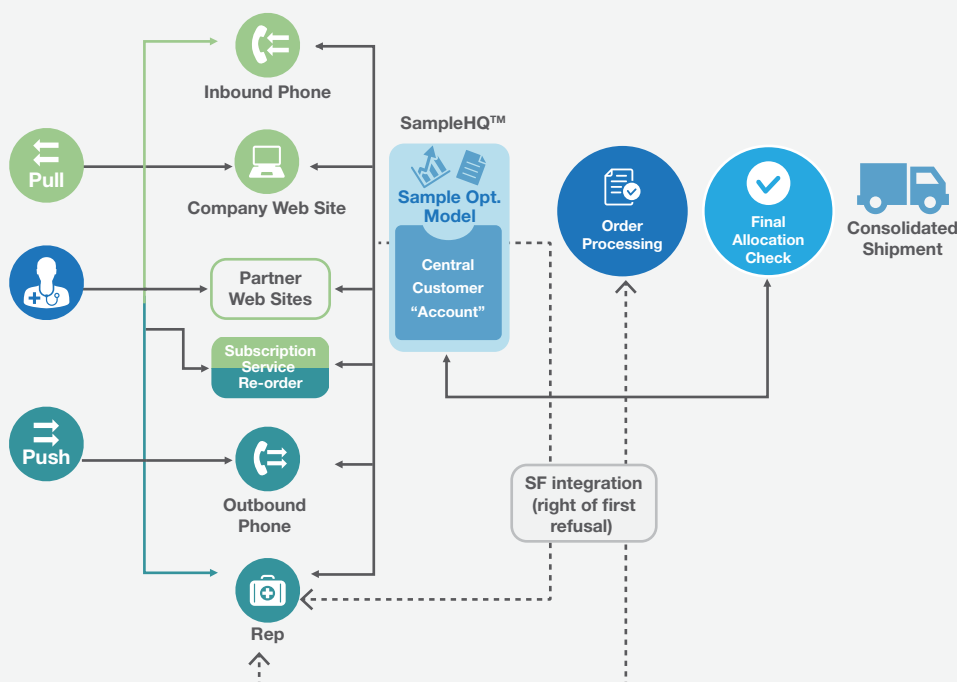
- Multiple channels for sampling
- Real-time integration across channels
- Real-time integration with the SF
- Systematic quality assurance, quality control of data, execution, and billing integrated into system
- Ongoing script optimization and monitoring established
- Centralized compliance processing was established
- Group practice management enabled

KEY OUTCOMES

An integrated enterprise level multichannel sampling system was established to enable efficient, and optimized sampling of multiple brands.

- Immediate credit of ~\$500K realized immediately for deficiencies from previous year's operations
- 65% to 80% cost reduction in brand delivery
- Over 200% increase in revenue per shipment
- Increase in reach from an average of <15% to >30% of targets
- ~10:1 increase in ROI
- Incremental revenues of \$60M in Year 1 alone

Integrated, Multichannel Sampling



TALK TO US



Everyone has unique challenges. If you'd like to discuss how we can help address your needs, contact us:

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