



Business Case Studies: Pharmaceutical Company/Direct Marketing Agency

Background

A well known pharmaceutical company, working with a large east coast-based direct marketing agency, initiated a national, multi channel direct marketing program which focused on two drugs that the company was trying to promote.

These drugs were similar in purpose and the campaigns were closely related. The challenge was to effectively collect , separate and measure the impact of each marketing component of the campaign and to observe performance across the array of channels being utilized.

Because there was a relatively large number of vendors involved (email, direct mail, etc.) , the issue of correctly integrating disparate data from multiple sources would be a key deliverable.

SSS Solution

SSS worked closely with the direct agency, first identifying and documenting the requirements and subsequently building a marketing data warehouse that captured all of the relevant information associated with the two related marketing programs.

The data interfaces that were designed and put into place, systematically take campaign information, and, after cleansing and validating routines, map it into the data warehouse, making it available for the business analysts to study the effectiveness of the different aspects of the campaigns.

The system is deployed as an outsourced marketing data warehouse and is hosted at SSS' Richmond, Virginia offices. A secure, encrypted VPN connection is utilized to allow high speed, secure access.

Outcome

The pharmaceutical company has been provided with a complex, yet creative marketing program, utilizing a number of marketing channels in a highly coordinated manner.

Back-end reporting is facilitated by timely updates, covering all hierarchical components of the programs (drug product, channel, cell assignment, etc.).

The direct marketing agency has benefited by adding SSS as a partner whose experience in directing marketing data warehousing has dramatically extended their offering in this area.

This firm can now venture into increasingly ambitious projects without fearing the complex data related issues (or issues relating to scale) associated with these projects.