

# Leveraging Channel Preference Data to Optimize Direct Marketing Spending



## Overview

An actively promoted pharmaceutical brand wanted to optimize their direct marketing spending and increase the effectiveness of their marketing messages. The client recognized the value of MMC preference data and believed they could utilize our flexible multichannel platform to execute a more impactful and efficient campaign.

## Challenge

Our client's goal was to leverage MMC's proprietary preference data and advanced analytic services to develop a multi-segment, multi-message strategy (9 messages/channel segments) for their direct mail and e-mail campaigns. They wanted to drive key learnings to enhance future targeting methodologies and marketing initiatives.

## Solution

MMC delivered an intelligent, integrated, and dynamic solution that combined channel preference data, analytics, and execution in a near real-time campaign. We increased the effectiveness of the brand's messages, optimized the client's spending, and maximized the return on investment for 64,977 targeted prescribers. Perhaps most importantly, MMC's channel receptivity scoring model helped ensure that the brand delivered the right messages to the right healthcare providers using the right channels.

## Process

MMC worked closely with this client to architect, execute, and manage the campaign process.

1. MMC identified and addressed all program requirements from MLR process to data/system integration and reporting.
2. MMC conducted the campaign targeting/segmentation analysis, the resource allocation plan, and an optimal communication strategy by leveraging total prescription data, channel preference data, and segmentation modeling.
3. MMC executed the initial communication plan and managed the campaign through our multichannel campaign platform.

## CASE STUDY

*By combining channel preference data, analytics, and execution in a near real-time campaign, our pharmaceutical client increased the effectiveness of their brand's messages, optimized spending, and maximized return on investment.*

4. MMC provided continuous optimization using the channel receptivity scoring model to update the profile of healthcare providers in real time and drive next-step marketing actions.
5. MMC utilized our unique, proprietary measurement process (PIERQ) to continuously measure and improve program performance. MMC also provided an online real-time reporting platform and monthly PowerPoint program reports.

*The campaign exceeded the brand's expectations, resulting in an impressive 2:1 return on investment.*

## Results

The campaign developed in partnership with MMC exceeded the brand's expectations. During the first 7 months of this program, our pharmaceutical client achieved 3.4% incremental total prescriptions (versus control), resulting in an impressive 2:1 return on investment.

*If you're struggling to achieve the outcomes you need, take the **MMC Challenge**. We'll give you the insight you need to grow your business.*

To learn more, contact Stephanie Andacht at **800-345-4662** or **[sandacht@mmcweb.com](mailto:sandacht@mmcweb.com)**.



Want to profitably squeeze revenues out of unaddressed accounts?

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