

## Targeted Multichannel Marketing Increases Share of Voice.



### Overview

A billion dollar pharmaceutical brand wanted to restructure and, ultimately, phase out its sales force during the brand's end of lifecycle, while still maintaining share of voice. This client believed that utilizing multi-channel marketing solutions would help them target vacant territories and drive continuous responsive behaviors. The pilot program was executed on select vacant and white space territories for a total of 13,000 prescribers.

### Challenge

Our client's goal was to phase out the sales force (approximately 350 representatives) prior to the brand's patent expiration while minimizing the impact of the phase-out on prescribing behavior during the end of lifecycle. The success of the multi-channel marketing solution on vacant territories was to determine the sales force phase-out plan.

### Solution

MMC delivered an intelligent, integrated, multi-channel sales and marketing solution that combined channel preference data, analytics, execution of multi-channels, and measurement for a total solution that maximized the return on investment for targeted prescribers.

### Process

MMC targeted 13,000 primary care physicians and specialists utilizing preference data, proprietary modeling, and multivariate targeting analysis. In order to drive continuous responsive behaviors, MMC worked with the client to build multiple channels and tactical resources, including:

- Inside tele-reps
- Direct mail
- E-mail
- Online case studies
- Online sample and literature fulfillment.

Finally, MMC executed dynamic, individualized messaging to avoid message fatigue and drive the brand's messaging based on prescribers' stated or derived preferences.

## CASE STUDY

*For one of our pharmaceutical clients, MMC architected and implemented a comprehensive campaign during the end of one of its brand's lifecycle - which stabilized sales during the phase out, and achieved a greater return.*

## Results

This pilot program achieved 6% lift on total prescriptions (versus control), resulting in a 4.08:1 return on investment. In addition, this pharmaceutical client added additional 7,000 prescribers during the first 4 months of the MMC campaign. The MMC program was further expanded and leveraged as a major part of end-of-lifecycle strategy—targeting 54,000 prescribers during 2 planned waves of sales force reductions over the 15 months prior to patient expiration, until the entire sales force was phased out. The initial goal was to preserve total prescription volume during sales force reductions, but our client was also able to achieve a much greater return on the early sales force phase out.

*6% lift on total prescriptions, resulting in 4:1 ROI. Additionally 7,000 prescribers were added during the first 4 months of the campaign.*

*If you're struggling to achieve the outcomes you know you need - give MMC a try. Take the **MMC Challenge**. It will give you insight into growing your business. That's the MMC promise.*

*Or if you wish, contact us directly.*

*Stephanie Andacht is ready to understand your needs and bring together MMC resources to generate solutions.*

*Call her: **800-345-4662***

*or email her at: **[sandacht@mmcweb.com](mailto:sandacht@mmcweb.com)***



Want to turn your data into actionable next steps?  
Take the **MMC Challenge**