

CASE STUDY

Integrating With Leading Pharmaceutical Companies' CRM Systems to Amplify Email Marketing via Digital Media



Challenge

One leading pharmaceutical company onboarded a new CRM system for sales reps to capture information following a visit with a relevant HCP. They were looking for a programmatic partner that could seamlessly integrate with the platform to automate and amplify email marketing efforts via digital media.

Solution

Built DeepIntent Orchestrate™ custom integration based on client's requirements:

- + Pulled weekly target lists based on the client's CRM system, where the sales reps determine what content to send to the HCP following a rep visit
- + Pushed daily PLD back into the client's data warehouse