

CASE STUDY

Integrating With a Next Best Engagement System to Determine Personalized Messaging for Each HCP



Challenge

A major pharmaceutical company built out a Next Best Engagement (NBE) system to determine the personalized messaging for each HCP and required key partners to seamlessly integrate within the NBE system.

Solution

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

- + Pulling weekly target lists based on NBE system to extend messaging to the right HCP at the right time
- + Pushing weekly physician-level data (PLD) back into the client's NBE system

DeepIntent is the only programmatic partner integrated within this client's NBE system along with five to seven publishers, cloud-based services, and data partners