

# Closing the Loop: delivering real-world commercial benefit from closed-loop marketing

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## Abstracts

Your step-by-step guide to adapting to real time change.

Over the past decade, closed loop marketing (CLM) has been a buzzword in pharma marketing. Yet few companies employing it exploit its full potential, stymied by regulatory bottlenecks, cost, delays to implementation and data overload. What can be done to move firms away from basic data collection and into sophisticated and effective CLM? How can companies overcome and better manage the existing problems surrounding CLM? Can CLM be incorporated smoothly into a multichannel environment?

Setting a new benchmark in CLM knowledge, FirstWord's report offers comprehensive insights not only into the benefits of CLM, but how to obtain them.

## Report Overview

Detailed and insightful, the report addresses the heart of the problem for firms using CLM: How can they move from basic data collection to sophisticated CLM that adds transparency to client behaviour to improves marketing effectiveness that drives sales?

To find the answers, FirstWord turned to experts from across the industry that have an intimate knowledge of CLM. Sharing their experience of successful and unsuccessful CLM endeavours, they offer timely information on dealing with multichannel communication, continuous change to marketing and opportunities created by robust CLM. The report offers real-life experiences and best practices with companies who have actually implemented a CLM approach.

This report brings it all together in the various case studies in a highly effective way as it is easy to get the full picture of the experts' opinions from pilot to implementation to follow-up. It is clear that the road is not always easy, but one worth taking for the rich rewards 'real' CLM system can bring. 'Start small and scale fast while focusing on keeping it simple' is the main message the reader takes home from the report and the case studies.

The report offers personal insight into the experiences of those at the forefront of detailing in the pharma industry. For those organizations who have already implemented a CLM approach or for those companies looking at moving in this direction, the report is invaluable. It outlines many implementable approaches to build internal stakeholder buy-in during the project phase and also approaches that can be utilized post-implementation to strengthen end user engagement. Anyone in the industry seeking ways to manage the flow of data, extract meaning and clarify the relationships between brand, IT, regulatory and marketing departments will benefit from accessing the finding of this research.

## **Key Benefits**

Discover the critical components to implementing successful CLM

Understand the difference between basic digital detailing and true closed loop marketing

Learn how to overcome the challenges that typically hamper CLM

Identify best practices when deploying CLM or optimizing existing capabilities

Gain access to up-to-date insight from companies who have rolled out successful CLM

Learn how to manage the flow of new materials submitted for approval

Understand how collaboration works amongst all departments implementing CLM

Discover how manage the relationship between marketing and IT departments more effectively

## Who Should Read This Report?

Marketing managers and directors

Sales managers and directors

Heads of commercial centers' of excellence

Regulatory affairs managers

Brand managers

Advertising and promotions managers

IT managers

## Expert Views Include

Benjamin Tilly, digital and multichannel manager, Sanofi

Marc Valdiviezo, former director of multichannel marketing, Pfizer

Jeff Wessinger, President, Skura

Global director of sales force effectiveness at mid-sized pharma company in Europe

Morten Hjelmsoe, CEO, Agnitio

## Key Quotes

“These days we can get all of the data and all of the analytics that we could ever possibly want. It’s what you do with those analytics and what you actually do to move the product or the project forward in meaningful terms that counts.” Global director of sales force effectiveness at a mid-sized healthcare company in Europe.

“As an industry, we’re terrible at segmentation. We tend to create e-details as a one-

size-fits-all. One of the things that CLM can help us do is narrow our focus on particular target audiences and then tailor our offerings to those audiences.” Benjamin Tilly, digital and multichannel manager, Sanofi.

“Just collecting the data from the interaction is no problem. Many companies are already there. But then the data needs to be brought in-house and cleaned up. Ultimately the data need to be analysed, and here’s what happens in many places: People do more statistics than they do true insight generation. Basically you get How long was the call and Which pages were shown how often and How many minutes the videos were played. That’s not insight, that’s really just data and statistics that are not actionable by themselves. This is where most companies are stuck in the closed-loop marketing cycle.” Marc Valdiviezo, former director of multichannel marketing, Pfizer.

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## **ACKNOWLEDGEMENTS**

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