

# Targeted Marketing - Individual Level

## The Client Challenge

Our client, a global pharma leader, was looking to introduce personalized marketing on individual GP level for 3 of their key product lines, as GPs were the key prescribers and drivers of sales for these pharmaceutical drugs.

## The GemSeek Approach

We provided tangible findings on individual GP level about which series of interactions (face-to-face meeting, follow-up e-mail, newsletter, etc.), what timing and with what content would be most beneficial when approaching each individual clinician out of a market of 136 000 GPs.

Our team analyzed the historical behavior (churn, event visits, level of engagement) and prescription patterns across time and put these against a total of 39 different possible interactions with different dimensions (content, timing, etc.) for each interaction.

## The Deliverables

Our final deliverable was a model which provides suggestions on the optimal customer journey for each individual GP including how to contact them, what content to share with them, which is the optimal timing to communicate with them in order to have highest open rates.

