

# Global 500 Pharmaceuticals Company

## Introduction

This case study of a Global 500 pharmaceuticals company is based on a January 2021 survey of PulsePoint customers by TechValidate, a 3rd-party research service. The profiled company asked to have their name blinded to protect their confidentiality.

## Challenges

The business challenges that led the profiled company to evaluate and ultimately select PulsePoint:

- They chose Pulsepoint to solve for the challenge(s) of:
  - Limited health targeting options
  - Regulatory concerns

## Use Case

The key features and functionalities of PulsePoint that the surveyed company uses:

- Said what % of their health budgets are/will be spent programmatically in the following time frames:
  - today are: 15-29%
  - in 2 years will be: 45-59%
  - in 5 years will be: +60%

## Results

The surveyed company achieved the following results with PulsePoint:

- As a result of using PulsePoint’s Life platform, they have experienced or expect to experience the following:
  - Reduced costs
  - Improved control
  - Differentiation and innovation for clients
  - Increase of Return on Ad Spend (ROAS)
  - Unified campaign measurement

### Company Profile

The company featured in this case study asked to have its name publicly blinded because publicly endorsing vendors is against their policies.

TechValidate stands behind the authenticity of this data.

Company Size:  
**Global 500**

Industry:  
**Pharmaceuticals**