

Large Enterprise Pharmaceuticals Company

Introduction

This case study of a large enterprise pharmaceuticals company is based on an August 2021 survey of HCP365 customers by TechValidate, a 3rd-party research service. The profiled company asked to have their name blinded to protect their confidentiality.



“It helps improve my account performance with all the features and the data it provides.”

Challenges

The business challenges that led the profiled company to evaluate and ultimately select HCP365:

- Challenges experienced before that drove them to purchase HCP365:
 - Couldn't link behaviors and interests to an individual

Use Case

The key features and functionalities of HCP365 that the surveyed company uses:

- Currently use HCP365 for:
 - Search optimization – identify relevant search keywords

Results

The surveyed company achieved the following results with HCP365:

- Benefits from the data and insights captured by HCP365:
 - Enables smarter spend
- How much the following improvements have changed after using HCP365:
 - ROAS: an unknown percentage
 - Brand messaging: 50%-75%
 - Site traffic: an unknown percentage
 - Search campaign performance: 75%+
 - Field sales efforts: an unknown percentage
- Rating of HCP365 on the following capabilities compared to other similar solutions or platforms:
 - 1:1 NPI attribution: significantly better
 - Breadth of search analytics: significantly better
 - Depth of search analytics: significantly better
 - Breadth of site analytics: significantly better
 - Depth of site analytics: significantly better
 - Total HCPs captured: significantly better
 - Cross-channel insights: significantly better
- Rating of HCP365 on the following capabilities compared to other similar solutions or platforms:
 - Ease of use and overall user interface: better
 - Analytics dashboard: significantly better
 - Page load time: better
 - Reporting: significantly better
 - Onboarding and training: significantly better
 - Client support: better

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:
Large Enterprise

Industry:
Pharmaceuticals