

A Case Study on HCP Non-Personal Promotion

We offered a targeted CRM Campaign Solution in support of a client's product launch that exceeded its sample request goal by an average of 160%

The Challenge

An existing Hibbert client was in the planning stages of the launch of their new emergency medicine drug. In addition to their outside pharmaceutical sales representatives, they also utilize an inside sales team to identify new HCPs who might be interested in sampling the new drug. Hibbert was tasked with helping to increase the amount of inbound sample requests for the inside sales team.

The Process

By collaborating with the client's Sales Operations, IT, and Marketing departments, Hibbert was able to construct a CRM Campaign scope of work with a clear Key Performance Indicator (KPI) of 10 new sample requests per outbound email communication. The campaign consisted of an outbound email containing a link directing recipients to "Request a Sample". When the HCP clicked the link, they were connected to a website where they input their information. The pharmaceutical sales representative would then reach out to the HCP to complete the sampling process.

The Solution

Once KPIs were identified and a scope of work established, Hibbert set up a multi-wave email campaign with a business rule of resending email communications to targets that did not open. Hibbert met with the client team to set immediate goals such as a timeline of implementation and timing for each communication. Hibbert was also responsible for day of week and subject line testing to ensure the emails had the highest engagement rate possible.

The CRM Campaign was scheduled to launch immediately after the drug received FDA approval. Hibbert also developed a report to gather data on the HCP sample requests, and this was sent daily to each assigned sales representative.

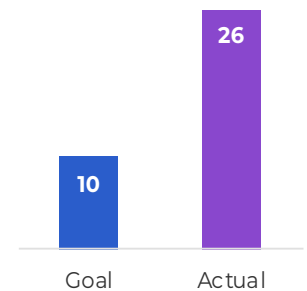
The Results

The CRM Campaign kicked off seamlessly and in sync with the drug's FDA approval. After each outbound communication, Hibbert generated email engagement metrics, including industry benchmarks to gauge the ongoing campaign results and effectiveness. Due to successful day-of-week and subject line testing, the campaign had above-average open and click-through rates resulting in a value of sample requests well above the targeted KPI.

The CRM Campaign yielded such great success that Hibbert's client purchased additional contact lists to expand the progressive reach and drive further HCP engagement and sample requests.

A global biopharmaceutical antibiotic brand.

Initial Launch Sample Requests



26 Sample Requests per outbound communication (avg)

Response Rate

160%
over targeted program KPI

About Our Company

Our rich history includes unparalleled experience in matching a client's extensive market planning with tailored solutions that deliver the industry's most reliable and effective results. We offer our clients the highest quality of comprehensive marketing services available. We are a proven industry service provider ready to take on your toughest marketing challenges.