



SOLUTIONS FOR CUSTOMER SUCCESS



order2u.com[®] Marketing Solution

The Challenge

A business unit at a major pharmaceutical client had the responsibility to make targeted marketing materials for the sales field as quickly as possible. These marketing materials consisted of many types of customized communications based on the geography, HCP specialty, and market base.

Across the pharmaceutical industry, typical communication was non-customized and hand delivered by Field Sales.

The Process

Our client-focused initiative was to develop custom marketing materials to be delivered directly to health care providers based on the sales forces knowledge and preference of the recipient.

The Solution

Hibbert's order2u.com[®] solution allows Brand Teams or Field Sales to create highly personalized materials to accompany dynamic content or off-the-shelf materials to targeted physicians or consumers. Brand Teams or Sales Reps place direct mail orders for printing and distribution of those communications, which are processed and printed within our Digital Demand Replenishment Center using state-of-the-art Print on Demand technologies. Email fulfillment is also available for customized content based on the preference of the physicians.

Order2u.com[®] enables regulatory compliant material creation and targeting within minutes. Orders are digitally printed and shipped within 1-2 business days from the time the order is placed, or sooner for email distribution.

The Results

In the first six months of use, over 120,000 pieces of literature were distributed to a pilot group of HCPs using this system. By utilizing customized communication, message recall has increased to 65% (compared to 45% for non-tailored solutions) with a 2-7 TrX lift.

For more information, contact your Account Executive.