MM&M EBOOK

HCP Audience Identity Management

How a new and innovative technology tool is helping pharma marketers get to know their customers in ways never before possible

A NEW ERA OF AUDIENCE IDENTITY MANAGEMENT

Nowadays there are countless channels that allow marketers to reach out and touch their customers. Slick television campaigns, cut-and-dried newspaper ads, highly targeted email initiatives — all are ways for brands to evangelize their services and showcase their products. **Cindy Waxer** looks behind the curtain

The pharmaceutical industry is no exception when it comes to evangelizing services and showcasing products. By 2020 the pharmaceutical market is expected to more than double in size, reaching U.S. $1.3 trillion, according to recent estimates from PricewaterhouseCoopers. With competition growing, the pressure is on for pharmaceutical brands to reach and influence healthcare professionals through a variety of traditional and digital channels.

But history has shown that not all channels are created equal. "In the days of mass communication like television, radio, and print, pharmaceutical marketers would spend a lot of money creating marketing campaigns," says David Reim, chief product officer at DMD Marketing Corp. "But we had no way of measuring how many people were interacting with that particular marketing tactic or who specifi-

cally was interacting. As a result, we had to rely on proxy measures like market research."

That's improving as digital channels like email and mobile allow marketers to use metrics such as click-through rates and digital coupon requests to gauge engagement. Nevertheless, knowing precisely who your customers are remains challenging.

"Even with digital channels, many marketers still don't know whom their audiences are on an individual level," says Reim. That's a shame, he adds, noting that "the more we know about who is interacting with a marketing campaign, the better it is because then we can make our content and messaging more relevant and meaningful."

In fact, nearly three-quarters (74%) of consumers get frustrated with websites when content, offers, ads, and promotions appear that have nothing to do with their interests, according to a study by customer identity management firm Janrain.

Complicating matters for pharmaceutical brands is the fact that there are often multiple parties involved in shaping a purchasing decision. Consumers can easily decide what kind of smartphone they wish to purchase or which laundry detergent best meets their needs. However, in the pharmaceutical industry, "the decision is not made by a patient alone but jointly by the patient and a physician," says Jehoshua Eliashberg, the Sebastian S. Kresge Professor of Marketing at the Wharton School of the University of Pennsylvania. "There are other parties that need to get involved, like a health insurance company or a pharmacy. So, unlike in other industries, there are multiple parties involved in the final decision and that complicates things tremendously."

As a result, the more that a marketer knows about a specific HCP visiting a brand's website, the greater that marketer's ability to deliver relevant and meaningful content.

The benefits of delivering the right content to the right audience are twofold. For one, serving up

> "Even with digital channels, many marketers still don't know whom their audiences are on an individual level"

David Reim
Chief product officer, DMD

content that is not only meaningful to the audience but also arrives at a point in time when they are most likely to consume that content can drive sales and customer engagement. Second, reaching the right audience helps marketers better measure the effectiveness of their spend and calculate marketing ROI. Armed with this information, they can then build a strong business case for greater investment in marketing initiatives.

So how can pharma marketers effectively reach and influence HCPs through digital channels? Enter audience identity management. Audience identity management is the process of determining, at an individual level, who is exposed to a brand's marketing tactics. It's a continuum ranging from, at one end, the 1-800 telephone operator who asks, "Who am I speaking with?" to the truly anonymous and unknown audience of television viewers.

In this eBook, we explore why pharma marketers need to know exactly who their HCP visitors are, the challenges they face when trying to identify these visitors, and the innovative technology that's helping them learn the exact identity of individual HCPs. ∎

HOW THE COOKIE CRUMBLES

From logins to cookies, many pharma marketers are discovering the limitations of time-tested audience management technologies

Over the years, pharma marketers have relied on a wide variety of technology solutions to attempt to identify HCPs. However, new and emerging technologies are blocking or significantly reducing the capabilities of these tools. Here is a look at some of today's top audience identity management technologies and how they're failing to deliver real results for pharma marketers.

Logins

Logins are one of the most popular approaches to identifying website visitors. That's because logins allow marketers to gain clear insight into who is visiting their website and what content they're consuming. However, research reveals a considerable reduction in usage when visitors are asked to register to enter a site, especially when required to remember these credentials for ongoing access.

"Logins are a barrier to entry for a lot of physicians," warns Reim. No wonder then that many pharma websites that once required logins for access to content have since been tweaked to only require logins for specific services or pages.

Roadblocks

A roadblock is a website page that asks a visitor to click on a button to indicate whether he or she qualifies to dive deeper into a site's content.

For example, a pharmaceutical brand's website may ask a visitor to click on a button to indicate whether the individual is a U.S. HCP. In this case, the pharmaceutical brand's goal is to be sure that the visitor has the proper training to correctly interpret the information beyond the roadblock.

Yet roadblocks fail to provide value in terms of audience identification. That's because they rely on visitors to answer a qualifying question honestly.

"Many marketers want to, at a minimum, put visitors into broad categories such as 'practicing physician,' but the reality is that they cannot verify the information that the website visitor provides," says Reim.

Without this verification process in place, marketers must simply have blind faith that a visitor is being up front and honest and that they're actually qualified to gain access to sensitive information.

What's worse, many marketers have no way of knowing what percentage of the visitors accessing their website content are actually U.S. HCPs or simply patients seeking more advanced information about a particular medicine.

First-party cookies

First-party cookies are another example of a popular marketing technique with limited audience identification capabilities.

Essentially, a first-party cookie is a small amount of text that a website uses to store information about visitors and their online activities. The key advantage of first-party cookies is that because they are such an integral part of a website's functionality, they are almost never blocked by operating systems, browsers, or security software.

However, there are disadvantages. For one, first-party cookies can't actually identify a visitor. Rather, they simply store data. Second, the information stored in a first-party cookie cannot be accessed by any other website, thereby limiting a brand's ability to deliver personalized content throughout a customer's online journey.

Due to a host of emerging technologies, it's becoming increasingly difficult to reach many of today's HCPs

The Cookie Has Crumbled

- Apple operating system blocks third-party cookies
- Many browsers now default to blocking third-party cookies
- Ad-blocking tools block traditional cookies
- Cookies often get cleared (deleted)

Source: DMD

Third-party cookies

Unlike first-party cookies, third-party cookies allow multiple websites to access the data stored as a visitor moves from one site to another.

Consider, for example, a woman who visits a drug manufacturer's website to read up on a diabetes medication. Using third-party cookies, a pharma marketer can ensure that a banner ad for this particular medication pops up the moment she lands on her favorite ecommerce site. Essentially, a third-party cookie stored the fact that this woman visited a specific diabetes website and then used this information to feature a related ad when she moved on to another site.

Although technically impressive, third-party cookies still fail to actually identify a visitor. So while a third-party cookie helps a marketer to learn a little bit more about an individual, this extra knowledge is usually very limited.

Another disadvantage? In response to the public's privacy concerns, a growing number of operating systems, browsers, and security software solutions are blocking third-party cookies by default, making it increasingly difficult for marketers to reach many of today's HCPs. ■

Three of Dr. Janov's email addresses are useless, but you're paying for them anyway.

Most HCPs have multiple email addresses. Most email lists don't know which ones get opened. **DMD's lists are validated by BPA Worldwide.** We know the preferred address for every HCP in our database. So your message doesn't just get to them. It gets read by them.

To learn more, visit www.dmdconnects.com/resources

BPA WORLDWIDE℠

EMAIL ON A WHOLE OTHER LEVEL

DMD Connecting Healthcare

PUTTING IDENTITY MANAGEMENT TO WORK

Pharma marketers are discovering real-world scenarios to leverage what they're learning about their HCP visitors

As a first-of-its-kind audience identity management tool, DMD's Audience Identity Manager^{SM} (AIM)⋆ platform is facilitating the creation of a whole new generation of personalized websites and digital offerings — assets that will enable pharma marketers to truly deliver the right message, at the right time, to the right HCP. The promise is that these websites will be more efficient and more effective than anything the industry has previously experienced.

What types of innovative digital marketing programs does AIM support? Here are just a handful of potential use cases:

• A homepage that displays different content based on the specialty of the visiting HCP

• A homepage that displays different content if the visitor is from outside the U.S.

• An email from a pharmaceutical sales representative that can be delivered based on an HCP's browsing behavior. For instance, if an HCP visits the latest clinical trial summary, the system might automatically send an email from the sales rep that contains the full clinical trial report as an attachment.

• A website that serves advertising could use this data to determine whether to display an ad geared toward a specialist or a generalist.

• If a physician visits a recruiting site and clicks on a particular available position in Dallas, the website can automatically deliver an email directly to the doctor that reads, "Here are three similar jobs in Dallas."

These scenarios are a significant step up from pharma marketers' previous options. Consider, for example, a drug that was manufactured to treat epilepsy but has proved, through extensive clinical trials, that it can also be used to treat migraines.

It's a complicated medical distinction that general practitioners might be hard-pressed to fully appreciate. To address this situation in the past, a pharma marketer would have had to rely on a roadblock to streamline content based on a visitor's qualifications and hope for honest answers. However, with AIM, marketers can serve up different and relevant content with the confidence that it's being delivered to the right audience.

"Physicians need to be carefully segmented" by marketers, Eliashberg points out, especially given that "general practitioners tend to be less receptive than specialists" when it comes to certain marketing messages.

Fortunately, with AIM, Reim says, "if a person visited the site and had an AIM Tag, their tag would reveal what their speciality is, so without breaking the flow of their web search, a marketer can immediately give them the information that's most appropriate." ■

*AIM is a service mark of DMD Marketing Corp.

"Physicians need to be carefully segmented"

Jehoshua Eliashberg
Professor of marketing, Wharton School, University of Pennsylvania
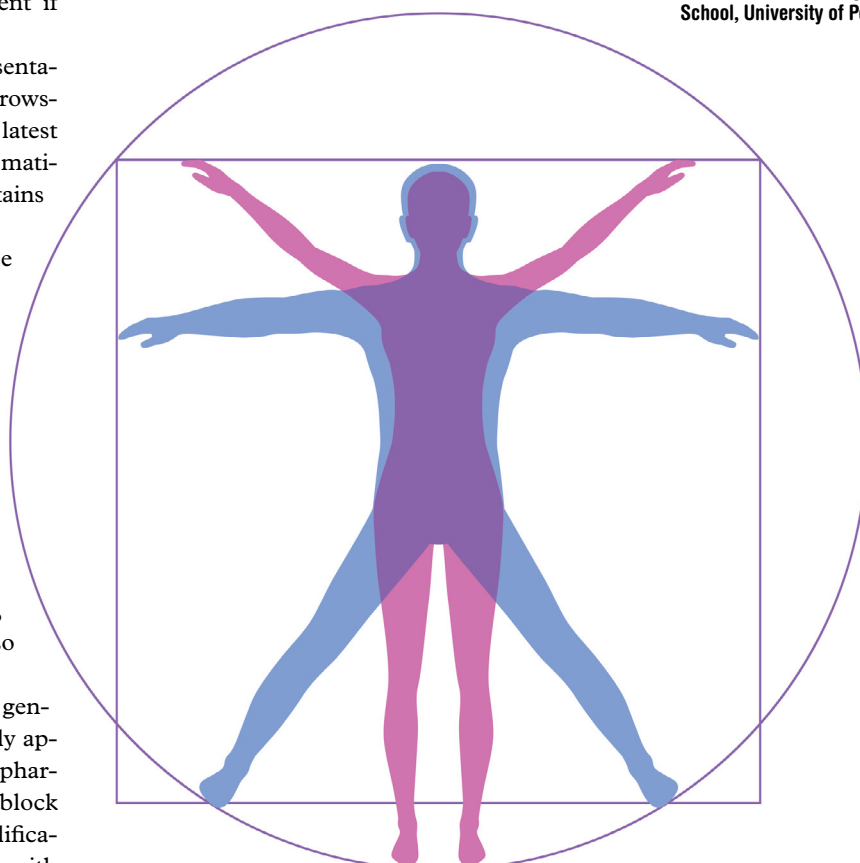
Knowing who's reading allows brands to create a holistic customer view of the HCP

GETTING TO KNOW AIM

For the first time, learn exactly who your HCP visitor is

Despite today's vast network of buzz-worthy technologies, Reim says, "digital has given us some new tools for audience identification management but they all have obvious weaknesses."

DMD's Audience Identity Manager[SM] (AIM) helps overcome these weaknesses. AIM helps marketers discover the exact identity of the individual HCPs visiting a website, including name, specialty, and NPI#, all in real time.

HCP-level digital behavior can be collected and shared via the AIM platform because consent is collected through an opt-in network of medical publishing and professional service companies known as the DMD Healthcare Communications Network[SM] (HCN).

At the point of accepting services from HCN organizations, HCPs opt in to share their personal information and to accept the identification of their device by way of a digital tag. By creating a tag that can be linked to a particular HCP, along with a small piece of code called a reader, which can be placed on any website, DMD has created a system that lets marketers identify HCPs in real time.

From there, Reim says, "a website can deliver the content that's most appropriate for that individual in real time. Now a pharma marketer knows, for the first time, its site visitors, how many of them are tagged, who they are individually, and what kind of person they are, be it a physician or a nurse."
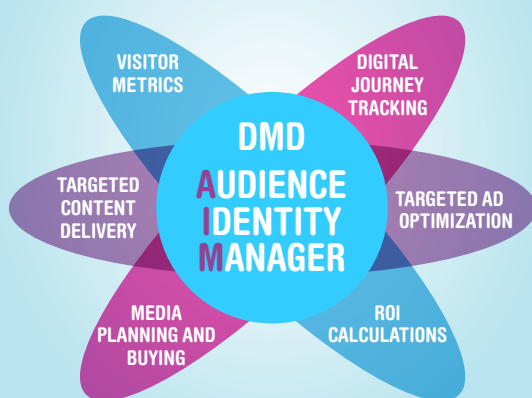
All of which is critical to understand, according to Reim. "As a marketer, you can imagine how you may wish to deliver very different content to a nurse than you might want to deliver to a specialist or even to a general practitioner.

"Being able to identify their audience in real time," Reim points out, "allows pharma marketers to engineer their website for a variety of content presentations."

Better yet, DMD's AIM technology boasts features and functionalities that surpass the capabilities of competing marketing techniques. These characteristics include:

• No need to require a visitor to go through a login or a roadblock

• The AIM Tag will not be blocked by software

A True Innovation at The Center of Advanced Digital Marketing

VISITOR METRICS

DIGITAL JOURNEY TRACKING

TARGETED CONTENT DELIVERY

DMD AUDIENCE IDENTITY MANAGER

TARGETED AD OPTIMIZATION

MEDIA PLANNING AND BUYING

ROI CALCULATIONS

Source: DMD

Being able to identify their audience in real time allows pharma marketers to engineer their website for a variety of content presentations

that is looking for third-party cookies (for instance, operating systems and browsers)

• The AIM Tag will not be erased by software that is looking for third-party cookies (for example, add-ins and security software)

• The AIM platform can identify the same HCP across different devices (for example, mobile versus tablet versus laptop) ∎

THE VALUE OF AUDIENCE KNOWLEDGE

Building a business case, creating a holistic view of customers, crafting responsive content — they are all ways to glean value from identifying HCPs

For some marketers, AIM's greatest value is its ability to increase their understanding of their audience. What percentage of website visitors are HCPs? What percentage are consumers? What percentage of visiting HCPs fall within our target demographic? Being able to answer these questions accurately and in real time can help marketers build a strong business case for greater investment in specific marketing initiatives.

"People who approve budgets are going to view AIM as a necessary element for measuring the effectiveness of marketing spend," Reim predicts.

For others, AIM is an educational opportunity. That's because it lets brands collect important information about how individual HCPs interact with websites, how often they visit, and what types of content they access. From there, Reim says, "brands can take these data points and integrate them with other data sources to create a 360-degree view of a physician."

Finally, AIM heralds a new era of digital marketing. Rather than simply crafting marketing messages and content, brands can begin to deliver responsive content that is in direct response to a visitor's credentials.

"It's the idea of different content presentations based on whom the visitor is," Reim points out. "That was literally not possible without requiring a login until now. This represents a fundamental change in how we execute digital marketing."

In conclusion, logins, roadblocks, cookies — they're all tools that pharma marketers have used, with varying results, to get to know their HCP website visitors. But the days of relying on blind faith and compatible operating systems are fading fast. Rather, a new generation of digital marketing possibilities has arrived with DMD's Audience Identity Manager^{SM} (AIM). This powerful combination of digital tag and reader is helping pharma marketers accurately identify HCPs in real time in order, for the first time, to understand their HCPs at an individual level and to use this information to deliver relevant and meaningful content for greater marketing impact. ∎

"People who approve budgets are going to view AIM as a necessary element for measuring the effectiveness of marketing spend"

David Reim
Chief product officer, DMD