

Optimize and Accelerate Engagement

With Personalized Journey Orchestration

Segmentation

Identify and prioritize customer/stakeholder audience attributes to fuel personalization at scale

Persona development

- Informs segmentation
- Ensures communication strategies align with business goals and/or learning objectives

Utilize market research and data insights to thoroughly understand customer/stakeholder needs, motivations, and barriers.



Community HCP



Regional KOL



National KOL

Content activation

Create relevant content using a modular approach to deploy with channels and topics tailored to the individual

Topic 1



Email



Website



MSL/Rep visit



Topic 2



Website



Web banner



Email



Video



Video



Video

Next best action

Determine next touchpoint based on individual attributes and behaviors with iterative refinement

