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Appature Success Story

Data Optimization: Have you harnessed your data to deliver incremental revenue?

Medical Device Company

Appature Nexus is used by a Fortune 500 medical device company. This chronic disease device company came to Appature because like many companies their customer data lived in multiple disconnected silos across the organization. Appature Nexus empowers their marketers consolidate this data into a central place to get a comprehensive view of their customers, generate more relevant and personalized customer communications, and allocate their marketing spend more effectively.

Key Challenges

Our customer had data stored in dozens of disconnected silos, with no effective way to look across the data sources in order to analyze and target their customers. This inability to access IMS, ERP, CRM, website data, and more in one location resulted in disjointed campaign response data limiting our customer's ability to create targeted messaging and ultimately decreased marketing ROI.

In addition, our customer was spending several thousands of dollars training physicians on their products, but did not have a tangible way to measure how that training investment was impacting product revenue. Our customer's lack of actionable physician insight led to ineffective campaign targeting and did not provide them the tools to create campaigns with shorter term revenue impact.

The Solution

By implementing Appature Nexus, our customer can now:

- Access enhanced data that is always accurate and up to date: data is continually consolidated, cleansed, de-duped, normalized, and mapped against industry truth sources giving them a 360 degree view of their customers. Now they can truly target high value customers.
- Create actionable segments on-the-fly based on contact data, training history, procedures performed, facilities and event attendance, and attitudinal data.
- Create and deploy online and offline campaigns enabling every customer response to become part of the comprehensive customer profile making the database "smarter".
- Gain significant insight into their high value customers through Appature Nexus Insight reports including an interactive email heat map, marketing & sales funnel movement report, and much more.

The Bottom Line

Before Appature Nexus, our customer was unable to answer some basic questions about ROI on their marketing activity. By integrating product revenue data, in addition to other integrated data sources, they are now able to more effectively optimize the marketing budget by identifying which marketing activities significantly impact revenue, and which do not.

In this case, they were easily able to use Appature Nexus to identify campaign targets that did not contribute to revenue in 2009, attended one of two training events, and subsequently contributed to revenue in 2010. **By measuring the campaign targets that did not contribute to revenue in 2009 and later attended the targeted training session, this customer saw a 22% increase in new revenue following the marketing activity to these segmented and targeted surgeons.** This analysis helped make a compelling case for further program investment in the upcoming budget period.

Benefits “Why Appature?”

By implementing Appature Nexus, healthcare companies are able to deliver more targeted and personalized marketing campaigns while measuring campaign effectiveness in real time. Marketers are able to segment customer data based upon strategic objectives and strategic customer targets, pull dynamic customer lists, and execute and track marketing activity in real time.

About Appature

Appature, Inc. provides surprisingly simple® Web-based marketing solutions designed exclusively for healthcare companies. Appature Nexus integrates multiple data sources to make customer information actionable while providing a platform to launch marketing campaigns to HCPs and patients. Our technology allows healthcare marketers to quickly gain new customer insights and create programs to deepen brand relationships and drive greater sales growth. Leaders in the pharmaceutical, medical device, and health and wellness industries rely on Appature to realize the true potential of their marketing efforts.

For More Information

For more information about Appature, you can call 206.493.5450, email us at sales@appatureinc.com, or learn more about the company and sign up for a free demonstration at www.appatureinc.com.



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