

Connect. Convert. Engage.

With IQVIA Consumer Health's direct-to-consumer engagement & promotion solution

We live in a connected world. Yet when it comes to truly connecting with your consumers it remains challenging to identify and engage with individuals at scale and offer a seamless experience from media touchpoint to moment of purchase.

IQVIA Consumer Health's direct-to-consumer solution is a straightforward marketing automation that runs on instant messaging to connect with individual consumers, trigger a first purchase and engage post-purchase.

This solution empowers Consumer Health marketers with an easy to use, scalable, and automated solution to plan and execute complex direct-to-consumer campaigns. It provides a 360° understanding of marketing campaigns and increases marketing ROI by combining customer acquisition, engagement and retention in one seamless omnichannel journey.

Seamless omnichannel journey



Our solution helps you **Connect - Convert - Engage with individuals** in one seamless, non-intrusive consumer journey on SMS & WhatsApp, directly linking marketing and sales touchpoints.

CONNECT: Choose a **marketing trigger** to create a unique connection between a brand, a consumer and a **marketing touchpoint**. Whether a physical touchpoint such as a scanning a QR code, or digital banner / button, the consumer chooses to start a conversation through WhatsApp / SMS etc.

CONVERT: Use a **sales trigger** (cashback, digital coupon, sample) to convert to purchase and link to a **sales touchpoint**. This generates valuable 1st party

data and allows you to tap into actions at an individual consumer level. This solution takes care of the fulfillment (Receipt scanning using OCR technology) and validation using our in-house intelligence engine that can be combined with manual validation.

ENGAGE: Choose an **engagement trigger** to strengthen the brand-consumer connection. As we all know, a consumer promotion is never the end of a sales cycle but the beginning of a new journey. Having a direct connection with individual consumers gives the perfect starting point for a journey extension such as up-sell, cross-sell, loyalty schemes, review generation, product feedback, user generated content and more.

Enhanced with IQVIA Connected Intelligence™

IQVIA's Direct-to-Consumer Engagement & Promotions solution is combined with

- Deep consumer Health expertise, unparalleled data, advanced analytics to monitor performance and to provide best-in-class segmentation and targeting.
- Consulting services to empower Consumer Health clients with detailed landscape assessments, enriched customer/consumer journeys and purpose-built forecasting and promo mix modelling solutions.

A simple, scalable solution to complex marketing challenges

WHAT

Our solution is a **marketing software** allowing brands to **directly engage with individual consumers at scale** and to make engagements & promotions **seamless, scalable and affordable**

HOW

We **connect** from any marketing touchpoint through instant messaging (like SMS & WhatsApp), **convert** through promotional mechanics and continue to **engage in 1 single journey**

WHY

Measure, compare & accelerate **consumer acquisition, sales conversion** and **campaign ROI** across all marketing & sales channels