

IQVIA Omnichannel Marketing: personalization and precision at your fingertips

With IQVIA Omnichannel Marketing (OM) analytics and privacy-safe data, the opportunity to optimize your promotional spend and your customers' experiences is yours for the taking

Creating exceptional customer experiences is always a priority. However, creating optimal experiences requires informed decision making to prioritize promotional spend. IQVIA measures the effectiveness of omnichannel campaigns through expert analysis and privacy-safe data, maximizing business impact and increasing revenue.

Communication preferences are changing

Your customers are no longer waiting for information. Due to our consuming nature, customers are actively seeking easily accessible personalized data that meets their needs.



of internet users say they have looked online for health information¹



of physicians who previously preferred in-person visits now want more virtual interactions²

Moving on from face-to-face: meeting the digital challenge

Traditionally, around 90% of marketing and sales spend has been on personal interaction and delivering information through traditional face-to-face meetings. However, evolving landscapes are creating barriers to this approach and it is time to differentiate. Organizations need to transition from static and siloed approaches to an integrated, transparent, and dynamic approach, allowing for maximum outreach for their omnichannel marketing strategies.

Omnichannel optimization allows you to reach your customers at the right time through their preferred channel. At IQVIA, our strategic approach makes this simple.



Finding the solution one step at a time

IQVIA can help you and your marketing team work towards delivering a successful OM strategy, one step at a time. Throughout the journey, IQVIA remain financially transparent and help you make informed decisions about promotional spend.



TRANSPARENT PARTNERSHIPS, EXCEPTIONAL EXPERIENCES

At IQVIA, we partner with clients to create an honest and collaborative relationship – an exceptional experience that in turn creates optimal experiences for your customers.

LEADING THE WAY IN PRIVACY SAFETY

With privacy being a priority for us all, you can be assured that IQVIA is a U.S. leader in privacy safety, receiving only de-identified data.

References

1. PRC. 2017 National Consumer Study. Available at: <https://prccustomresearch.com/what-is-important-to-healthcare-consumers/>
2. Bain. US Healthcare Trends 2020: Insights from the Front Line. Available at: <https://www.bain.com/insights/medtech-and-pharma-sales-go-virtual/>



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