

Welcome. Part of Propeller's mission and promise is to be at the forefront of digital. We consistently strive to bring innovation and creativity to our healthcare partners and their customers.

It is in this spirit that we curate a quarterly experience, strategically selecting the latest, most important digital marketing trends and tech innovations—and assess the impact each of these has in healthcare, and why it's important for you to know now.

Together, let's be experts and so on the Pulse!

Marketing Automation & The Omnichannel Revolution

OVERVIEW

Personalization is a marketing must that people demand now more than ever—and Marketing Automation is making it both possible and efficient to deliver individualized customer experiences. Thanks to the advancement of AI technology, machine learning, and Customer Data Platforms that organize, clean, and analyze data from multiple sources, Marketing Automation is reshaping how marketers create strategic omnichannel executions.

In this edition of Propeller Pulse: The Edit, we're exploring those key ways to activate targeted, customer-centric journeys—from Rep-Triggered Emails to website personalization, marketers are now serving audiences super-intelligent and ultra-customized experiences without having to do the "manual lift."

TREND #1

AUDIENCE SEGMENTATION

Refining the targeting approach

What is it?

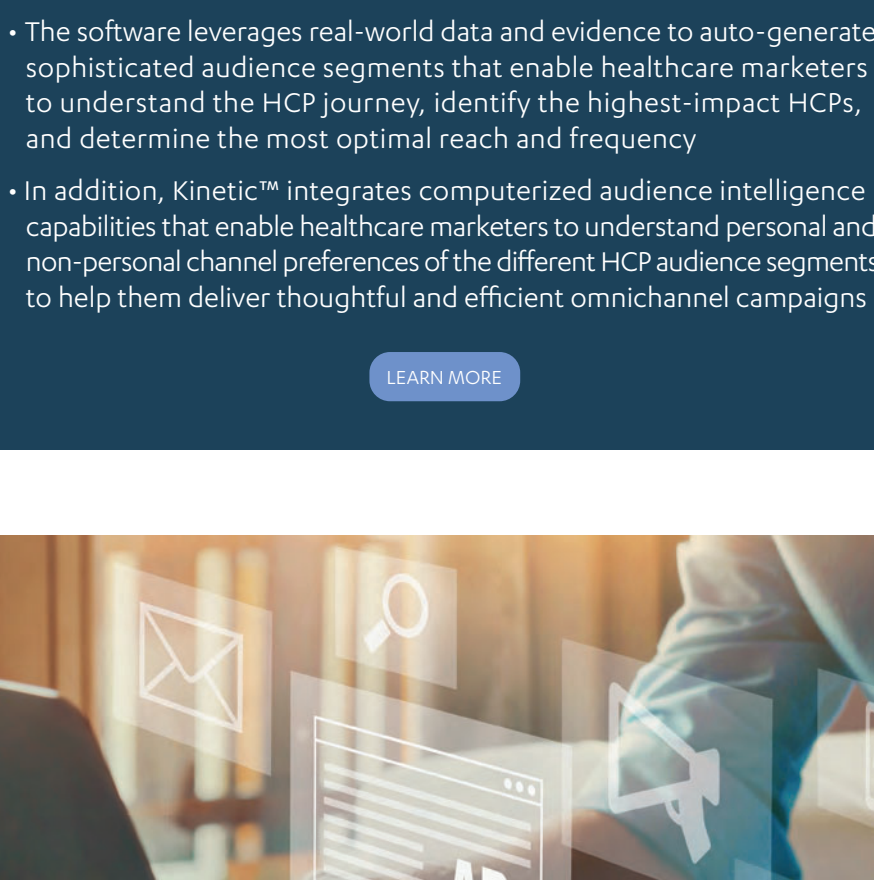
- Audience segmentation uses advanced analytics in combination with AI technology to auto-identify subgroups within a larger target list. Using AI, automated software systems gather information about each user, like their demographics, behaviors, psychographics, and more. The automated software then uses the insights and learnings about each user to group them with others who have similar characteristics and are in similar places within the customer decision journey
- Micro-segmentation is a kind of automated audience segmentation in which a target customer list is auto-divided even further, creating smaller niche groups that are super specific to a business goal. This more advanced form of automated audience segmentation allows for the creation of extremely precise targeting and offers the ability to deliver more specific content and experiences

[LEARN MORE](#)

What it means for healthcare

- Automated audience segmentation gives healthcare marketers the ability to tap AI and machine learning to auto-identify groups of HCPs with similar traits, preferences, behaviors, and characteristics, like prescribing habits, preferred channels, emotions, patient volume, etc.—without having to do the legwork
- The power of automation strengthens a customer-centric marketing approach in which HCPs can be readily identified and targeted and marketers can easily access meaningful audience insights and data to effectively impact and reach customers across multiple omnichannel touchpoints
- A campaign that leverages a segmentation-targeted approach vs reaching a full target list drives higher HCP conversation rates because the messaging delivered is designed to resonate most with the specific HCP audience type

IDENTIFYING HIGH-VALUE HCP AUDIENCES: KINETIC™



Introducing Kinetic™, a Syneos Health software built for healthcare companies that leverages machine learning for automated audience targeting and segmentation to pinpoint high-value HCPs and the networks they influence.

- The software leverages real-world data and evidence to auto-generate sophisticated audience segments that enable healthcare marketers to understand the HCP journey, identify the highest-impact HCPs, and determine the most optimal reach and frequency
- In addition, Kinetic™ integrates computerized audience intelligence capabilities that enable healthcare marketers to understand personal and non-personal channel preferences of the different HCP audience segments to help them deliver thoughtful and efficient omnichannel campaigns

[LEARN MORE](#)

TREND #2

EMAIL PERSONALIZATION

Maximizing long-form content delivery

What is it?

- Email automation is a way to create personalized emails that reach audience segments with the right message at the right moment—without doing the work
- Using AI, automated email systems respond to the audience type and also to where the customer is within their decision journey to deliver relevant, custom content
- Different triggers, like specific dates, events, or a customer's digital behaviors, immediately tell email automation systems to send out these custom messages
- Everything from the subject line to the written copy to the supporting images can be adapted to meet the target preferences. Email is an especially important way to reach low- to no-see HCPs as well as support face-to-face interactions

[LEARN MORE](#)

What it means for healthcare

- Automated emails are a turnkey solution for healthcare marketers to reach customers with personalized longer-form messaging, subject lines, images, and CTAs, adapted based on key behavioral insights like prescribing habits, emotions, patient volume, etc.
- Custom email sends can also be initiated if a user interacts with other pieces of a brand's content. For example, HCP partners such as Medpage Today and Medscape can deploy customized and triggered emails that elaborate on a brand or product information after an HCP opens a unit, such as eDetails or Drug Monographs. These auto-triggered emails can be sent during a specified timeframe, typically within 24 hours after the first piece of content is viewed to ensure the information is still top of mind
- Rep-Triggered Emails (RTEs) are a specific strategy supporting sales rep call efforts and are sent to an individual account at an appropriate follow-up time to facilitate ongoing, personalized communications. Reps can pick from a list of templated scenarios tailored to each HCP and conversation, and a system will automatically generate the appropriate email, giving them the ability to quickly and easily customize the message using variants that are regulatory compliant

THE RTE GOLD STANDARD WITH VEEVA



The CRM Approved Email solution by Veeva is an automated solution for healthcare marketers looking to increase the quality of their connection with hard-to-reach HCPs without compromising compliance or expanding field force.

- Using automated machine learning and AI software that augment email content based on HCP segmentation and emotional and/or behavioral preferences, Veeva helps drive higher open rates (38%) and click-through rates (6x more than industry average) for campaigns
- The software offers compliant email templates that can be sent to customers after an interaction with a rep is recorded, making it a perfect tool for healthcare marketers looking to create a turnkey and intuitive RTE
- Veeva has real-time metrics and comprehensive performance data so healthcare marketers can monitor email sends, open rates, and clicks, and get actionable insights about content and messaging effectiveness

[LEARN MORE](#)

TREND #3

GEO-FENCING

Mobile marketing at a GPS-coordinate level

What is it?

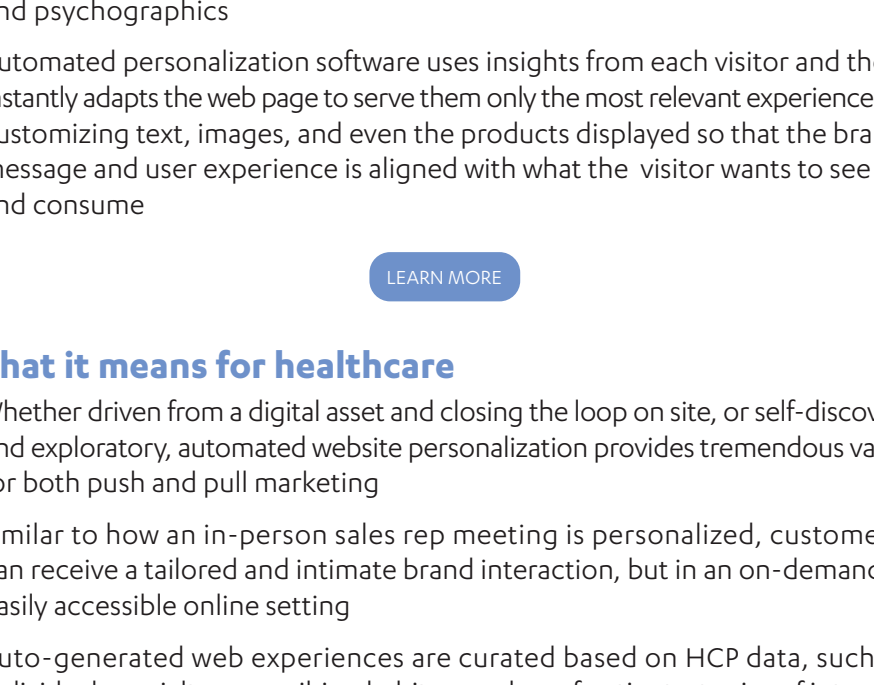
- Geo-fencing is a marketing strategy that utilizes GPS and Wi-Fi technology to recognize and report a mobile device's movement data so advertising messages can automatically be served to specific devices upon entering or being in a particular geographic location
- Geo-fencing marketing can be applied to hone in on a physical geographical area and the individuals within the specified area, serving their devices mobile ads to create a tailored market impact
- Tapping location-based data in combination with a location's context allows for marketers to deliver a campaign that's served at the right time, in the right place, and with the right message without having to lift a finger

What it means for healthcare

- The strategy of geo-fencing allows healthcare marketers to have surround-sound targeting where HCPs are physically located in real time, without physically having to be there
- Geo-fencing helps healthcare marketers target high-value physician offices and hospitals to educate HCPs on their products and treatment options, in synergy with other Personal Promotion communications
- When it comes to events and conferences, in complement to Out of Home (OOH) and booth presence, geo-fencing delivers automatic brand messaging to target customers on their mobile devices during a highly relevant moment when they are on-the-go. A recent geo-fencing mobile ad conference campaign led by PulsePoint delivered a 6% click-through rate compared to the 0.25% industry standard

[LEARN MORE](#)

PRECISE HCP LOCATION TARGETING



Tap Native, a leading health-focused native ad platform, recently launched an advanced geo-targeting feature that allows healthcare marketers to create geographic footprints for highly precise location-based ad targeting.

- Tap Native is revolutionizing precise HCP targeting, combining both behavioral data and insights to determine the right audiences for the specific brand messaging in certain geographical locations
- Using this software, healthcare brands can reach HCPs, while they're consuming specific health topics like diabetes, psoriasis, eyecare, cancer, and more, taking their location into consideration at the same time

[LEARN MORE](#)

TREND #4

WEBSITE ADAPTABILITY

Shifting from a one-size-fits-all UX

What is it?

- Website personalization is an intuitive web experience that auto-generates ideal experiences tailored for each individual website visitor
- Using machine learning, software platforms have the capability to analyze user data in an instant to automatically create a personalized web experience based on the individual's demographics, user behavior, purchasing history, and psychographics
- Automated personalization software uses insights from each visitor and then instantly adapts the web page to serve them only the most relevant experience—customizing text, images, and even the products displayed so that the brand message and user experience is aligned with what the visitor wants to see and consume

[LEARN MORE](#)

What it means for healthcare

- Whether driven from a digital asset and closing the loop on site, or self-discovery and exploratory, automated website personalization provides tremendous value for both push and pull marketing
- Similar to how an in-person sales rep meeting is personalized, customers can receive a tailored and intimate brand interaction, but in an on-demand, easily accessible online setting
- Auto-generated web experiences are curated based on HCP data, such as individual specialty, prescribing habits, number of patients, topics of interest, and more—thus, healthcare marketers can deliver tailored messaging that's relevant to the customers they want to move the most
- The automatic display of content minimizes the need for HCPs to search through the site to find what they're looking for, giving them what they care about most, automatically

[LEARN MORE](#)

INDIVIDUALIZED WEBSITE CONSUMPTION VIA HUBSPOT MARKETING HUB



From triggering on-site behavioral pop-ups to optimizing your website content based on visitor characteristics and behavior, HubSpot is championing automated web personalization with their all-in-one software: HubSpot Marketing Hub.

Key features:

- Marketers can shape and launch landing pages without help from developers or IT by choosing from mobile-optimized templates
- Triggered by visitor behavior, personalized lead capture forms can also be incorporated onto a brand's website
- Similarly, "Smart Content" lets marketers show different website experiences and CTAs to audiences based on individuals' unique characteristics

[LEARN MORE](#)

TREND #5

CUSTOMER RELATIONSHIP MANAGEMENT

Deepening engagement with an all-in-one data source

What is it?

- Customer Relationship Management (CRM) is an automated system that tracks and organizes all data, recording and analyzing both sales rep and non-personal engagement with customers
- CRMs serve as an anchor point to help marketers monitor and synthesize all user activity across channels of the marketing ecosystem, identifying trends and behaviors that inform decisions on how to engage customers appropriately
- By automatically collecting and analyzing data, CRM can help companies better understand their audiences and the actions to take with them in more streamlined and real-time fashion

[LEARN MORE](#)

What it means for healthcare

- When planning HCP campaigns, accurate targeting is critical in both NPP and PP. And, with the massive amounts of data available, a CRM software can integrate all variants and insights from multiple sources to determine the best course of action and inform the next marketing touchpoint
- Using predictive analytics and machine learning to identify the HCPs most likely to be interested in a brand or product, the optimal time for engaging with them, and the kind of key messaging needed to resonate with them, CRM helps shape a completely automatic marketing experience

UNCOVERING HCP PATTERNS TO OPTIMIZE INTERACTIONS

IQVIA's data, domain expertise, and technologies enable AI-powered CRM solutions for healthcare. IQVIA helps healthcare marketers cut through unnecessary information to find key HCP patterns to be more agile and influential with campaign targeting and strategies.

- By generating insights from various HCP types and profiles, this CRM software is able to identify important targets
- In a recent partnership with a mid-sized pharma company aiming to reach target HCPs digitally, IQVIA helped find untapped HCPs across new channels, leading to a 40% increase in new, high-potential customers

[LEARN MORE](#)

PROPELLER'S CURATION PROCESS

Propeller is passionate about identifying trends that are important for your business and customers—and we're always looking for the next big thing. We scour the internet and social platforms, read marketing handbooks, listen to what our clients are interested in, and look at what's being talked about in our healthcare industry. We use all this information to find patterns of what's popular, determine their importance, and carefully edit it down to a short-list of must-knows in digital marketing and technology.