



Optimize Marketing Channels with Segmentation

Challenge

- Sales & marketing efforts lacked engagement
 - Need to improve digital channel performance
- Needed analytics-based physician segmentation
- Overwhelming amount of existing client data:
 - Physician attributes
 - Prescribing patterns
 - Much of it is purchased & under-leveraged

Solution

- Developed a data dictionary from multiple sources
- Transformed, profiled, and tested every data set
 - Deep understanding of features' effect on engagement
- Group doctors with unsupervised ML
 - Analytically-driven feature selection
- Analysis on groups' engagement across sub-channel tactics
 - Digital and face-to-face
- Delivered 2 complementary ML models
 - Predict values for key attributes, where missing
 - Predict cluster for future physicians in database
- Prescribed specific tactics and timing for groups of doctors

Impact

- Justified and enhanced value of existing purchased data
 - Better understanding of how to predict engagement
- Delivered novel insights; new ways to improve data capture
- Learned new, more effective approach to segmentation
 - Superior to traditional manual categorization
- Uncovered better engagement patterns
 - New groups of customers with engagement potential
 - Effective combos of channel, tactic, timing, & content

Problem type: Segmentation

Universal relevance: Most businesses can only make guesses about how likely prospective clients are to engage with their marketing channels. Accurate engagement predictions allow re-prioritization of marketing budgets to ensure efforts produce better outcomes.