

86%

physicians check their emails

2-3 times per day

68%

physicians prefer to receive information from pharma via email



How to use this opportunity wisely?

1

Keep it 5, keep it relevant

Most physicians choose to engage with a certain set of brands much more often

5 brands is the optimal amount that physicians are ready to keep up with

Oncologists open pharma emails way more frequently than, say, urologists and PCPs

open rate max

Primary Care Physicians tend to receive more emails than other specialties, but have the lowest engagement levels

email bulk max

It's time to reconcile the amount of emails with clear targeting

2

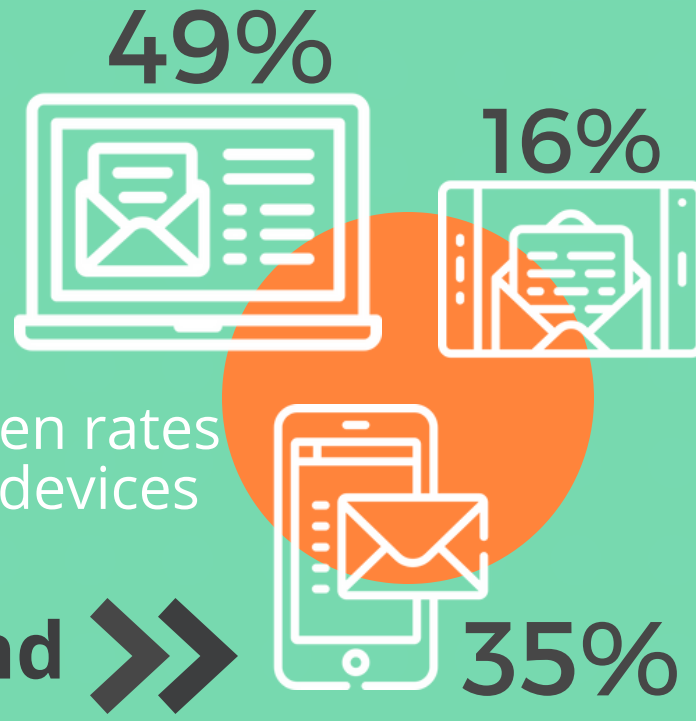
Make it mobile first but not solely

more than a 1/2 of all emails are first opened on a mobile device

60%

physicians are reading email primarily on their smartphones

In 2017, 3/4 of marketers optimized their emails to mobile screens.



Mobile first, but platform-perfect second

3

Merge with other channels

60%

physicians receive marketing information 2-3 times before taking action

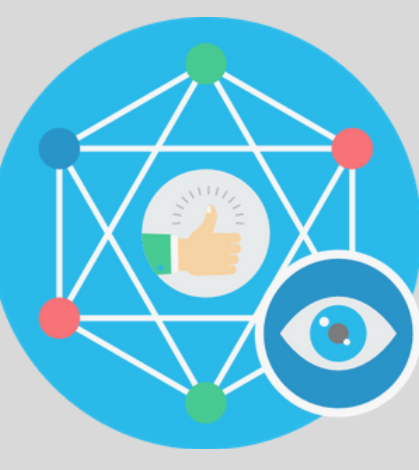
3x physicians

are as likely to open an email from a familiar sender, rather than 3rd party

Emails have greater impact if they are followed by or happen during a rep meeting.

CHANNELS THAT ARE REINFORCED BY EMAIL:

- face-to-face meeting
- remote call
- landing page
- pharma website
- webinar



4

Track performance and adjust the strategy

Name any KPI and email will deliver it

Why marketers love email as much as HCPs do

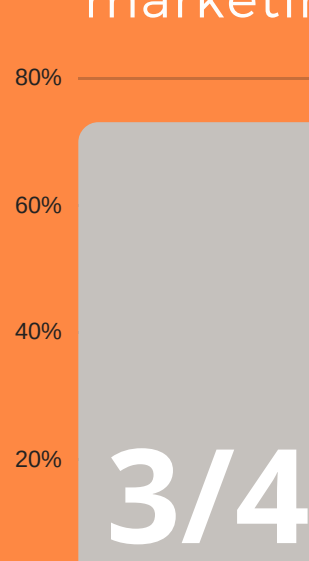
Email continues to bring in revenue: email attributed up to 1/5 of the total marketing revenues annually.



- Open rate
- Click-through rate
- Conversion rate
- Unsubscribe rate
- Engagement over time rate

Email showcases the most reliable ROI

3/4 marketers worldwide agree that email marketing provides a strong ROI



Mark as spam rate

Bounce rate

5

Templatize+ modularize =personalize

4 hours on average

it takes for pharma to create a single email, considering time-consuming rounds of approval



Personalization

Repurpose

Reuse

66% marketers claim personalization as their highest priority

11% can actually personalize their content

Solution:

- Modules
- templates
- and reuse

Templates Modules



Sources:
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