

## Mobile eDetail in Conjunction with Other Digital Channels Drives Physician Engagement

### Project Summary

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A leading pharmaceutical company in the United States sought to increase their market share and physician engagement. The brand team worked with Physicians Interactive to implement a multi-channel campaign taking advantage of channels new to the pharmaceutical marketing space.

#### Recruiting Plan and Program Design

The brand targeted over 50,000 primary care physicians with two eDetail programs and two mDetail programs and offered medically relevant educational items. The mDetails, developed by Physicians Interactive, are eDetails designed to be taken on a mobile device. Recruitment pieces for the program—sent to targeted physicians by email and direct mail—gave them the option to view the program on their computer or mobile device.

Physicians Interactive monitored the recruitment process on a daily basis and analyzed the weekly metrics to ensure all benchmarks were being met.

#### Campaign Results

The goal of the brand team was a minimum of 3,000 engagements with targets within six months. The campaign was launched over the course of two waves and the goals were achieved three months *earlier* than expected.

The program concluded with over 7,000 participations to achieve performance of 240% to the objective.

- Wave 1 had a unique average open rate of more than 12%, a unique average click-through rate of more than 2% and a participation rate exceeding 13%.
- Wave 2 had a unique average open rate of more than 12%, a unique average click-through rate of approximately 1.5% and a participation rate of over 7%.
- While 78% of participants used their desktop computers to engage in the program, the other 22% of participants used mobile devices.
- Of the participants who used mobile devices to participate, approximately 15% used an Android, 5% Blackberry, 12% iPad, 65% iPhone and 2% iPod.

#### Conclusion Summary

- Multi-channel marketing drives physician engagement and, therefore, program completions;
- A substantial number of users have interest in mobile eDetailing and will participate in programs on their mobile device.