Global pharmaceutical company is leveraging PeakData for enhanced data-driven market segmentation and ongoing identification of new HCPs

THE COMPANY

We are working with the data scientist of a global pharmaceutical company who is responsible for managing incoming data from various sources. They model this data to maximise its value for the marketing, sales and brand teams to be incorporated into brand strategies and marketing tactics.

THE CHALLENGE

Limited access to large data sets focused on physician personas and online behavior for planning and strategising at the national scale

Difficulty in blending multiple data sources and ensuring reliability in analysis

Time and patience required for selecting and modeling data to achieve accuracy and value for its intended purpose

THE SOLUTION

SEGMENTATION
PeakData enables access to a greater amount of data points, resulting in deeper insights into the market and more effective segmentation analysis.

NETWORK MAPPING
Network mapping, previously limited to a smaller scale or at the HCO level, has been expanded to comprehensive mapping with thousands of clinicians using PeakData.

SOCIAL MEDIA LISTENING
PeakData's Digital Activator solution empowered the client to expand their social media listening and track digital opinion leaders on a larger scale, surpassing the limitations of gathering data from sources such as advertisement boards and expert meetings.

HCP EVOLUTION
Digital opinion leaders and activators can now be included in the analysis for tracking the progress of HCPs, expanding the scope beyond a select group of key opinion leaders and future stars involved in clinical trials and publications.

CROSS VALIDATION OF INTERNAL RESULTS
The PeakData platform helps cross-validate the client's internal results and gain a better understanding of customers' online behavior.

DISCLOSURE DATA
The team's ability to blend disclosure data with other data for improved insights and understanding is enhanced through the use of PeakData.

RESULTS

ENHANCED DATA-DRIVEN CUSTOMER SEGMENTATION
"It's kind of the data that you haven't really tapped into properly yet in pharma, and we have never really had great access to, but this is one of the first times that we are able to leverage it."

COMPREHENSIVE NETWORK MAPPING
PeakData has provided us with a more refined and comprehensive method for mapping the customer set and target market."

IDENTIFICATION OF NEW HCPS
PeakData has helped us to identify a significant number of new targets for our young brand teams we didn't really realise existed there."

HIGHLIGHTS OF WORKING WITH PEAKDATA

PeakData

Open communication and close collaboration amongst the teams

Uncovered new opportunities and insights for brand strategy and HCP network mapping

Better understanding of client's business and requirements for smooth implementation and ongoing value delivery

"The highlight is curiosity of exploring multiple data sources and utility of data – what we can do with it? When we get new data sources it's important to think how it relates to brand strategy and the rest of the teams – certainly network mapping is something which we didn't have before, having that is pretty huge!"

As a data scientist, PeakData is a really enticing and valuable tool which can finally empower my teams to begin truly making data driven decisions, above and beyond continually falling back on their gut instincts. I have personally taken great interest in comparing our customers public activity vs. the internal profiles we had on them, which have often been very far apart... and in many cases clearly point out that we need to improve on and refine the value we are delivering to them through our content if we wish to win them over.