ALLOT

Targeting and Segmentation

A multi-dimensional approach to identify healthcare professionals and organisations.

In today's omnichannel

engagement world, the ability to accurately target and segment is business-critical. ALLOT's proprietary Targeting and Segmentation processes, framework and algorithms combined with your business rules achieve this goal.

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Background

In a post-Covid world, the need to accurately target your customers and adapt as they respond to omnichannel campaigns is critical. Without an optimised targeting system, you are missing business and sales opportunities.

As sales forces become increasingly specialised and shrink, they need an updated and comprehensive customer target list. They also want to understand the most effective communication channels and the most likely doctors to prescribe. Healthcare decision-makers wish to engage more with relevant and personalised messaging through a variety of channels.

Our mission is to solve these challenges.

What we do

We leverage the power of advanced analytics, our targeting and segmentation framework, and your business rules to identify healthcare professionals, healthcare organisations and payors who are interested in your brands and a broader portfolio. We analyse the environment, build considerations and recommendations to evaluate as the foundation of our framework. This allows you to assess a comprehensive range of data points to create precise targeting segments of decision-makers: the result, greater engagement and responses from your customers.
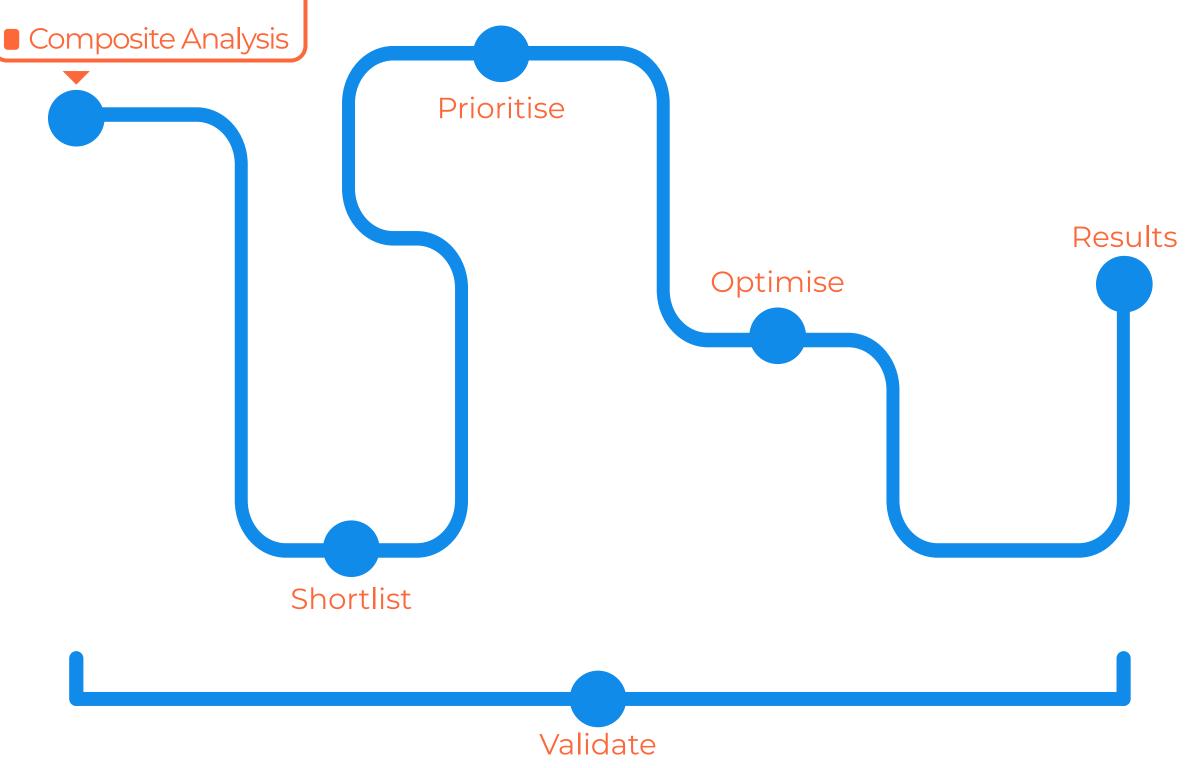
Targeting & Segmentation Framework

Our targeting and segmentation framework integrates multiple data sources with "business rules" to prioritise engagement of both field-team and digital campaigns resulting in the creation and active management of segmented audiences. In addition, our adaptable approach enables us to process omnichannel campaign responses in real-time, allowing you to adapt engagement activities and campaign messaging to maximise responder outcomes.

Our Process

- Environmental Data
- Client Data
- Composite Analysis
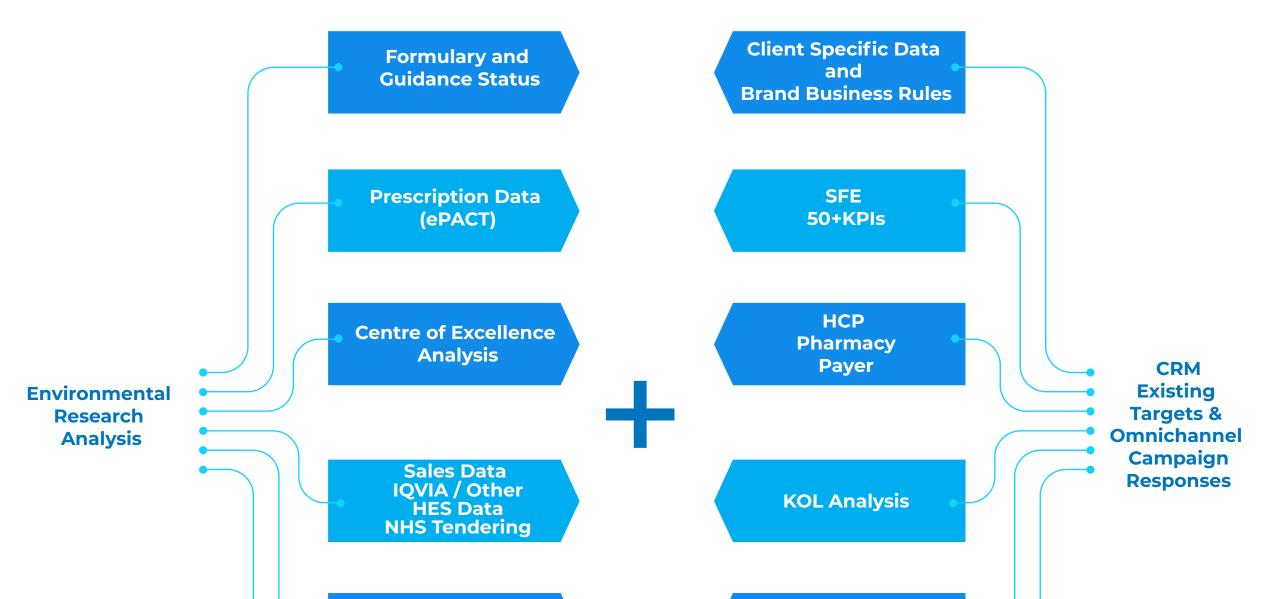
Prioritise

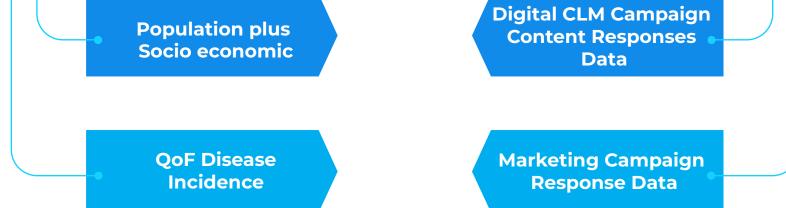Results

Optimise

Shortlist

Validate

How it works

Our analysis process provides the analytical engine and algorithms to analyse multiple datasets to build a comprehensive assessment of factors to consider in your targeting and segmentation process. From this analysis phase, we apply your business rules to the model. As a result, target groups are shortlisted, prioritised, optimised and validated by your teams and can be updated as campaign responses occur.

- The Environmental analysis takes public domain data from various sources to model the environment for your brands.

- The Client data analysis takes available specific client data to understand activities engagement and responses to date.

- Finally, our composite analysis combines environmental and client analysis to provide a comprehensive marketplace and engagement analysis.
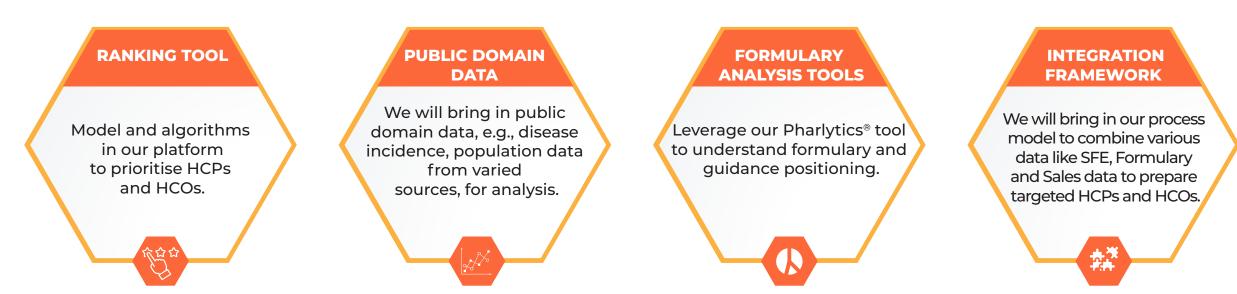
We apply AI and machine learning techniques to collect, cleanse and model data and qualify target profiles. Our optimisation engine, processes and ranking tool identify healthcare professional and organisational targets, which are then validated in line with your business rules.

Targeting and segmentation framework

Environmental Research Analysis

- Formulary and Guidance Status
- Prescription Data (ePACT)
- Centre of Excellence Analysis
- Sales Data IQVIA / Other HES Data NHS Tendering
- Population plus Socio economic
- QoF Disease Incidence

+

- Client Specific Data and Brand Business Rules
- SFE 50+KPIs
- HCP Pharmacy Payer
- KOL Analysis
- Digital CLM Campaign Content Responses Data
- Marketing Campaign Response Data

CRM Existing Targets & Omnichannel Campaign Responses

Our uniqueness

RANKING TOOL

Model and algorithms in our platform to prioritise HCPs and HCOs.

PUBLIC DOMAIN DATA

We will bring in public domain data, e.g., disease incidence, population data from varied sources, for analysis.

FORMULARY ANALYSIS TOOLS

Leverage our Pharlytics® tool to understand formulary and guidance positioning.

INTEGRATION FRAMEWORK

We will bring in our process model to combine various data like SFE, Formulary and Sales data to prepare targeted HCPs and HCOs.

▶ Results

Increase in responses and engagement from omnichannel campaigns and personalised messaging. Responder outcomes will identify sub-segments, including message acceptability and preferred communication channels, allowing you to achieve your KPI's, launch, and commercialisation successes.

▶ About Allot

We're an innovative and forward-thinking Pharma Commercial analytics company based in the UK. Since 2014 we've been focusing our efforts on providing cutting edge input to pharmaceutical organisations throughout Europe and North America. By combining years of experience in healthcare, pharmaceutical and data , we provide a powerful tool for acquiring real actionable insights.

We understand the process of leveraging analytics to increase sales and productivity across all areas of the pharma industry. By analysing everything from your commercial planning, formulary status, call quality and KAM activity, to your geographic coverage and sales, we provide easy-to-interpret visuals that allow you to understand your business better than ever before.

Our key offerings for a 360° analytical view of commercial pharma business

SALES ANALYTICS
Insights for your sales vs the competition

SALESFORCE EFFECTIVENESS
Analyse your field activities

COMMERCIAL PHARMA ANALYTICS

FORMULARY ANALYTICS
Understand drug approval status

TARGETING & SEGMENTATION
Prioritise HCOs and HCPs