



PRECISION AQ™

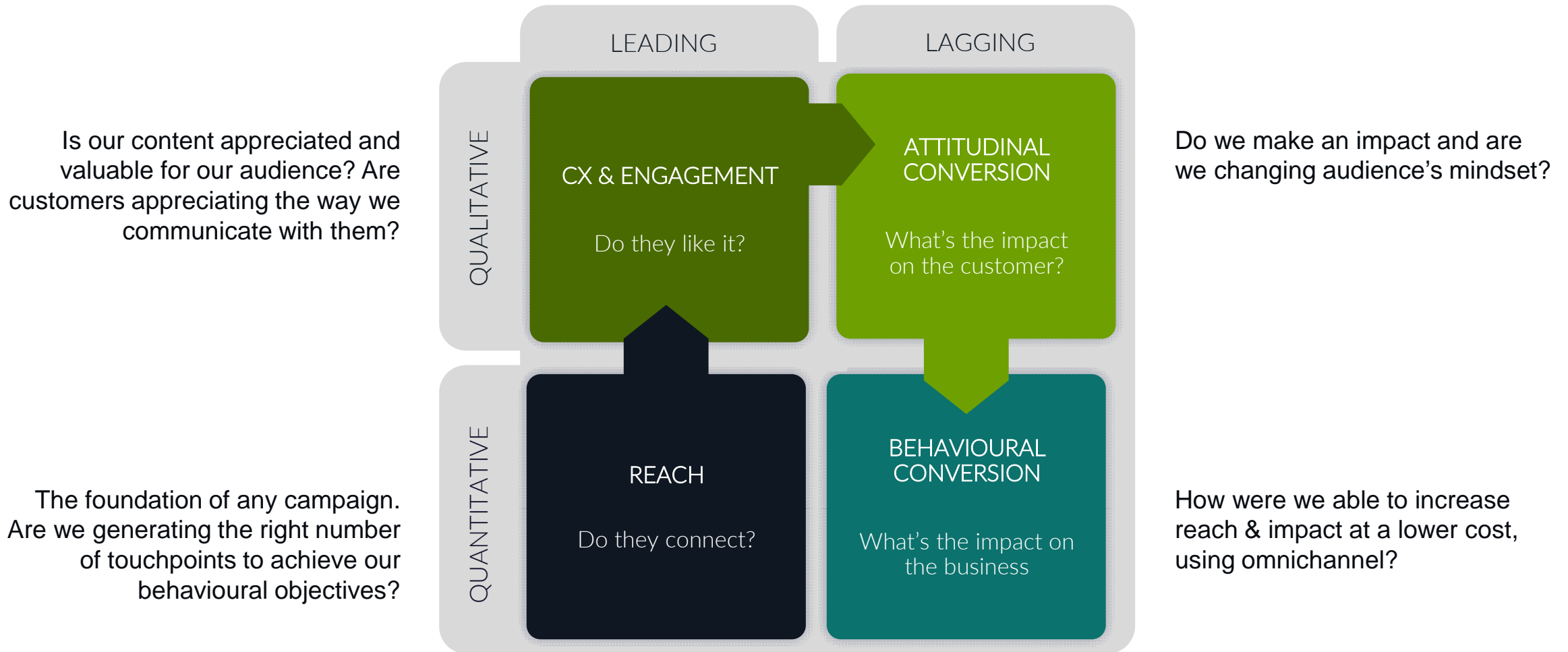


CELforPharma
NEVER STOP LEARNING

KPI Framework for Omnichannel in Pharma

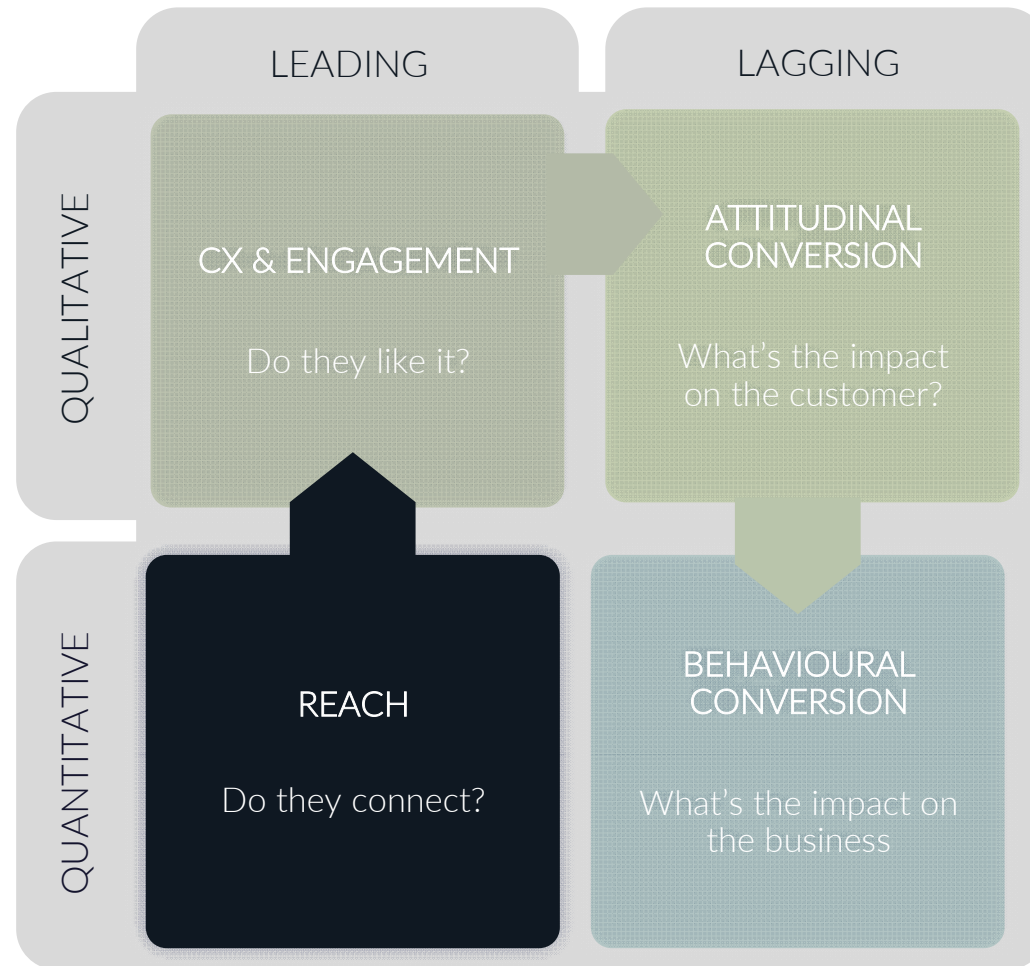
Mastering holistic measurement

Measure your omnichannel initiatives holistically



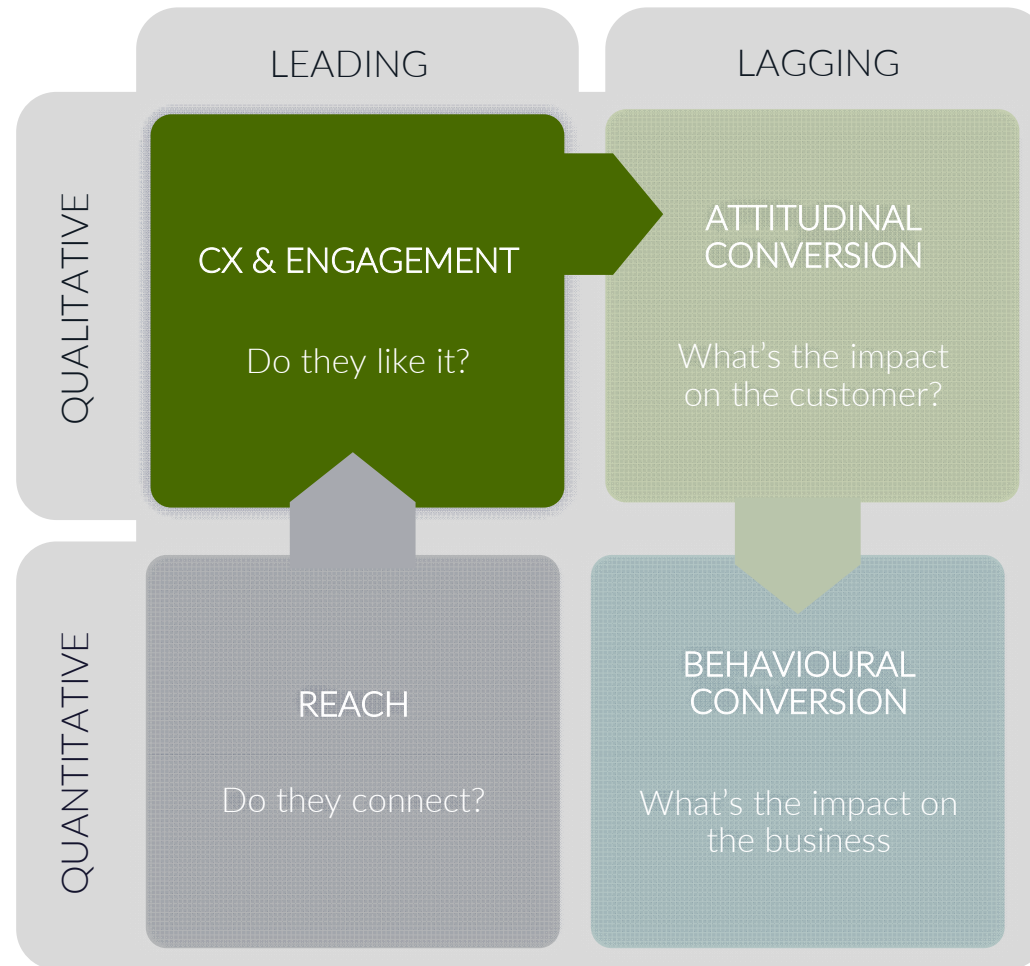
Examples of reach metrics

WEBSITE	EMAIL
<ul style="list-style-type: none"> • Visitors • Bounce rate • Time on site • Downloads 	<ul style="list-style-type: none"> • Subscribers • Delivery rate • Open rate • Opt-outs
REP	EVENT
<ul style="list-style-type: none"> • Calls • Meetings 	<ul style="list-style-type: none"> • Invites • Accepted invites • Attendees
Campaign	
<ul style="list-style-type: none"> • Coverage • Frequency 	

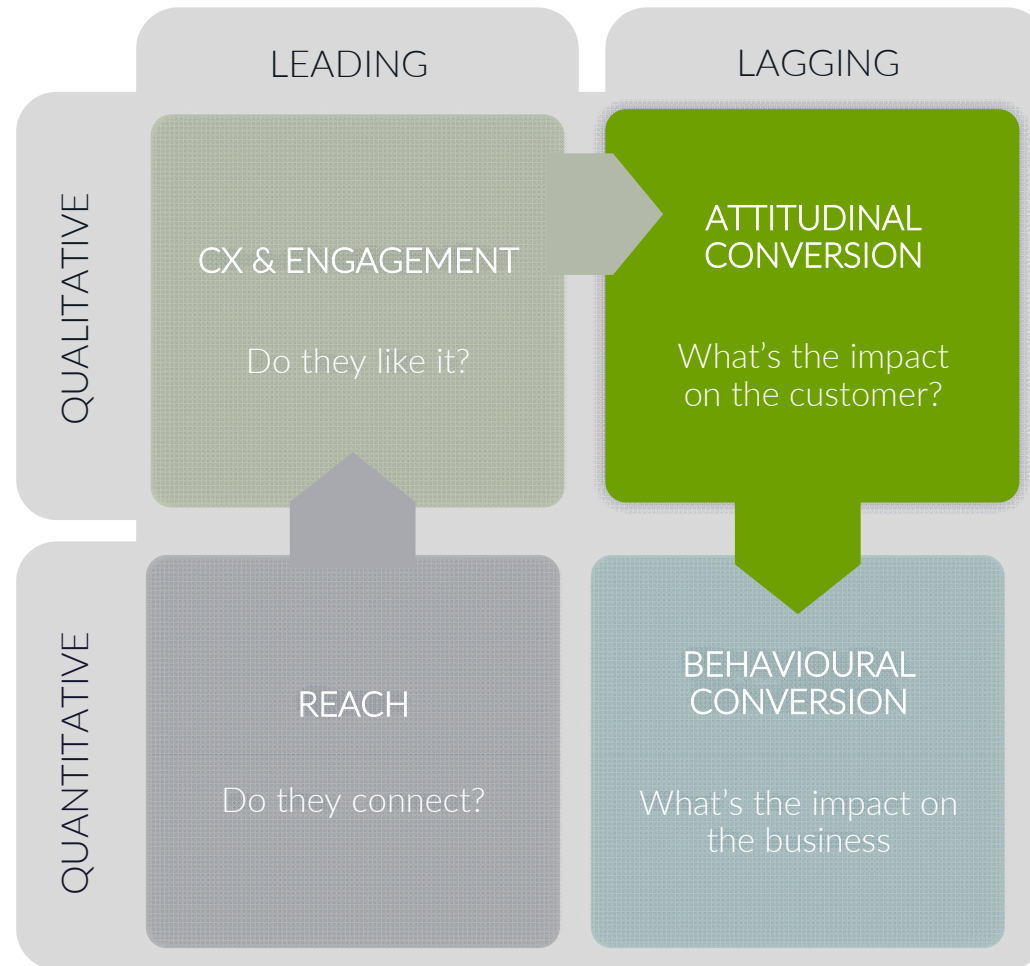


Examples of CX and engagement metrics

- Channel acceptance
- Channel NPS
- Clarity of the message
- Email click-through

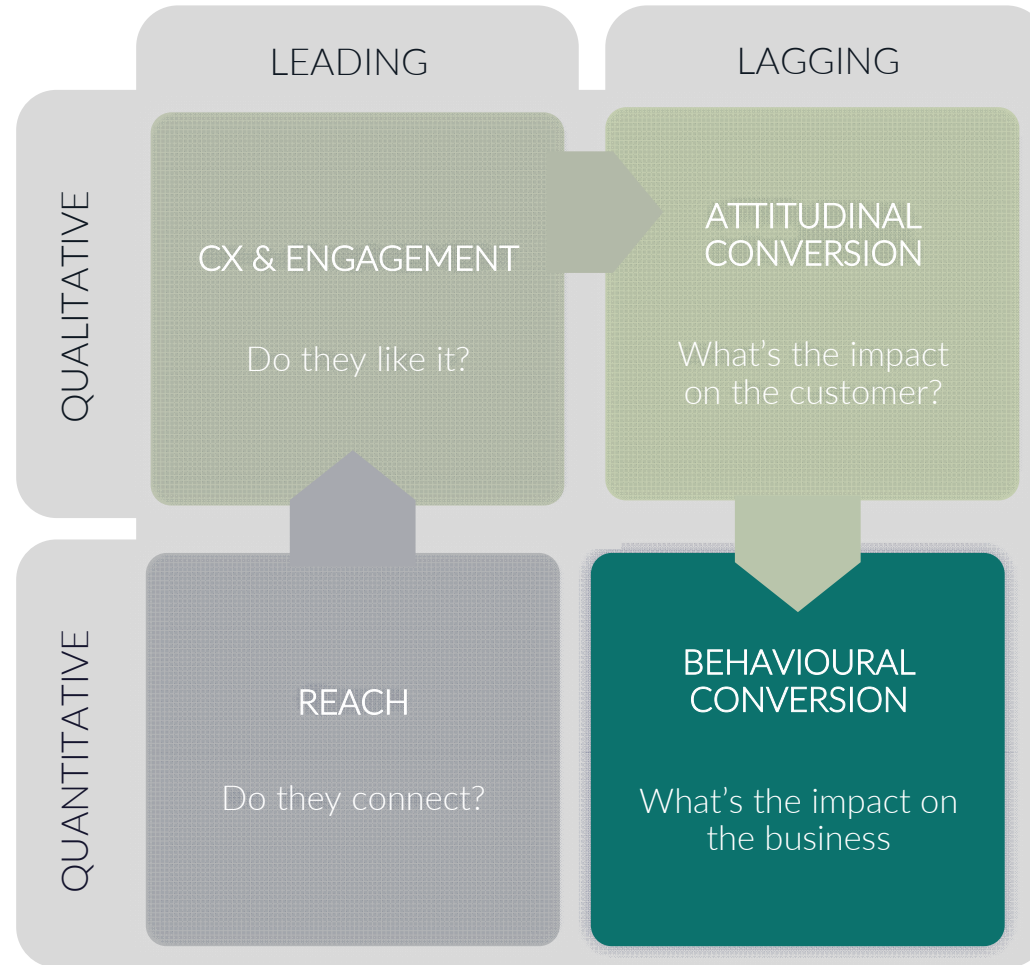


Examples of attitudinal conversion metrics



- Brand NPS
- Rx intent
- Message recall
- Movement on the adoption ladder
- Intent to apply learning in clinical practice

Examples of behavioural conversion metrics



- Sales evolution
- Market share evolution
- Cost per MCQ



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Thank you

Interested to learn more?



Check out these courses:

[Strategic Omnichannel for Pharma Marketing](#)

[Omnichannel Launch Excellence for Medical & Marketing](#)



Or contact [Inge Cornelis](#), Director Client & Product Projects at CELforPharma