

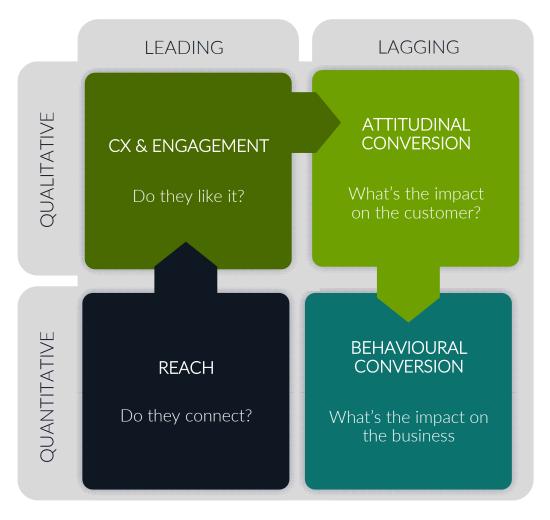


KPI Framework for Omnichannel in Pharma

Mastering holistic measurement

Measure your omnichannel initiatives holistically

Is our content appreciated and valuable for our audience? Are customers appreciating the way we communicate with them?



Do we make an impact and are we changing audience's mindset?

The foundation of any campaign. Are we generating the right number of touchpoints to achieve our behavioural objectives?

How were we able to increase reach & impact at a lower cost, using omnichannel?





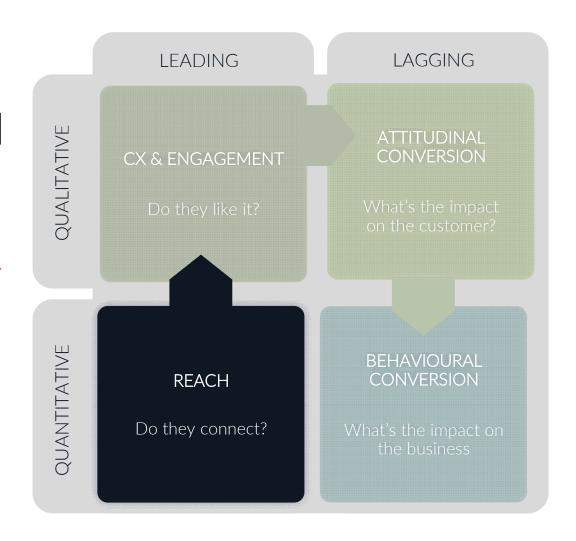
Examples of reach metrics

WEBSITE Visitors Bounce rate Time on site Downloads EMAIL Subscribers Delivery rate Open rate Opt-outs

	REP		EVENT
•	Calls	•	Invites
•	Meetings	•	Accepted invites
		•	Attendees

Campaign

- Coverage
- Frequency

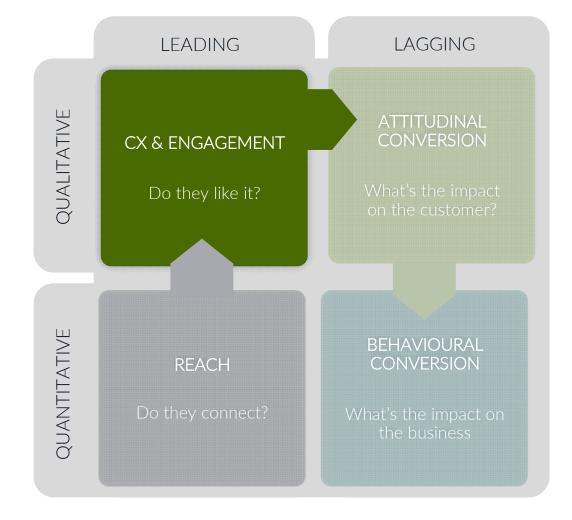






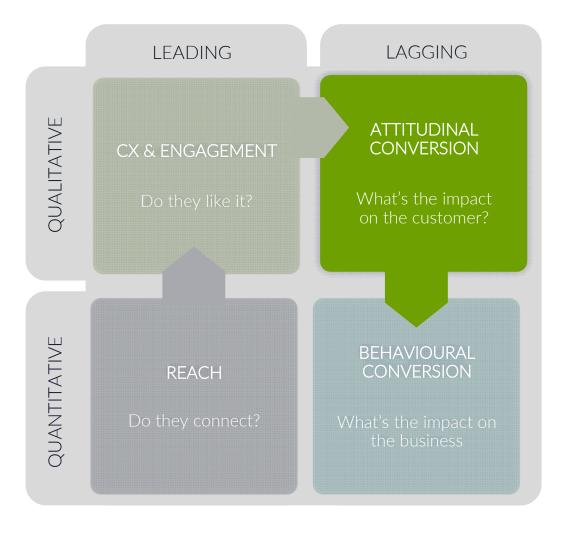
Examples of CX and engagement metrics

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



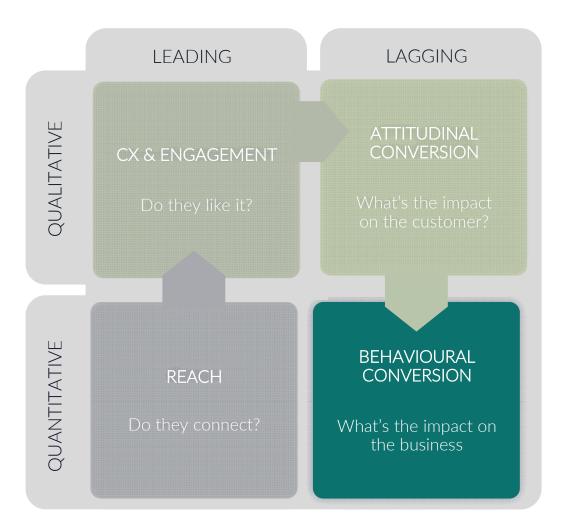


Examples of attitudinal conversion metrics



- 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









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