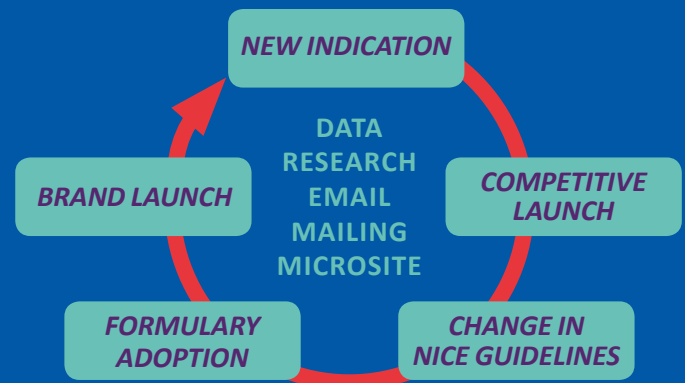


Multichannel Marketing Services

Helping you reach the right customers, through the right channels, in the right way

Whatever stage of the product lifecycle your brand is at, Wilmington Healthcare can work with you to reach your customers quickly and effectively, helping you achieve your KPIs.



Behaviour-based channel selection and campaign optimisation

- Our behavioural intelligence will help inform the channel selection for your target customer segments
- All campaigns managed in-house
- Campaign reporting allows you to optimise live campaigns to improve performance 'on-the-go'
- Use of our wide ranging data and insight tools to augment your market intelligence and optimise campaign success

Data and systems are not a barrier to campaign success

- With special data licences for marketing activity, we can help you reach the right audiences quickly, irrespective of your CRM system or the quality of your own data
- We can host your creative content, or direct traffic to your own microsite

Compliance underpins everything we do

- Delivering compliant campaigns is central to our offering: we will guide you through your campaign plan ensuring all activities are carried out in accordance with the ABPI Code of Practice
- We are able to personalise elements of copy to improve campaign performance whilst maintaining compliance

Less waste with highly targeted market segmentation

- We provide market leading profiling and segmentation techniques to ensure you only target the right customers
- We have the largest validated UK database of healthcare professionals, and can offer bespoke research services to identify highly specialised groups to further minimise unnecessary effort and associated costs

Wilmington Healthcare

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elearning for pharma and medtech


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outcomes from insight

For more detail on our multichannel marketing services, speak with your account director or contact us on:

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www.wilmingtonhealthcare.com