

# Creating Personas for **Successful** Pharmaceutical Marketing

A CASE STUDY





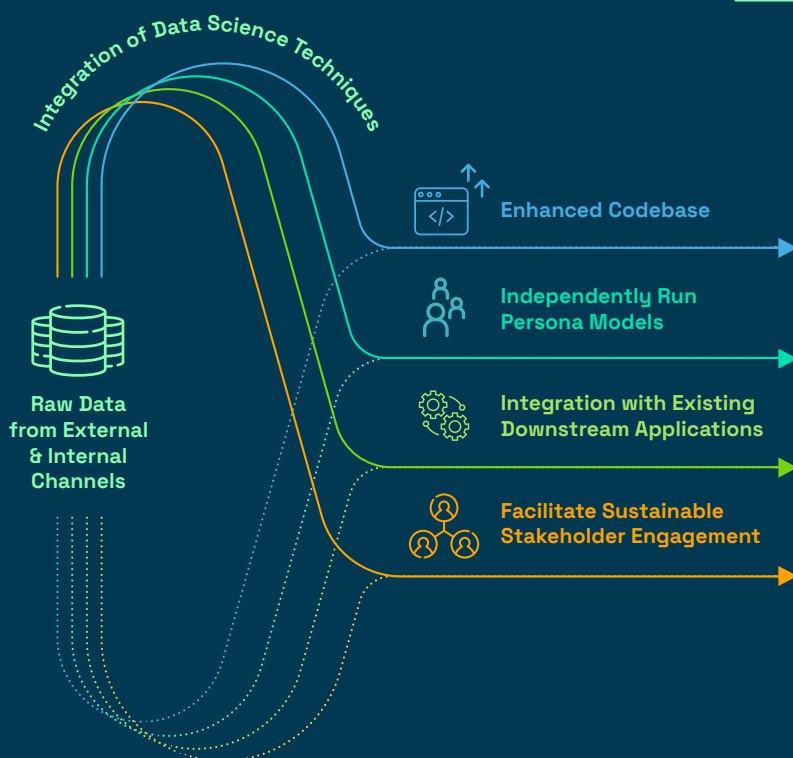
## Introduction

In the competitive landscape of pharmaceuticals, understanding HCPs on a personal level is paramount. Personas, fictional characters representing real customer segments, serve as invaluable tools for personalized marketing and communication strategies. However, implementing personas across various therapeutic areas posed a challenge for a large pharmaceutical company due to resource constraints and a lack of scalability.

## Challenge

The client, a prominent US-based pharmaceutical company, faced the challenge of extending their persona strategy across multiple business units and therapeutic areas. Hindered by limited internal resources and expertise, they sought assistance in expanding their persona initiative beyond its initial scope. Moreover, the absence of a structured framework between raw data and modelling hindered the effectiveness of their data science efforts.

## Solution



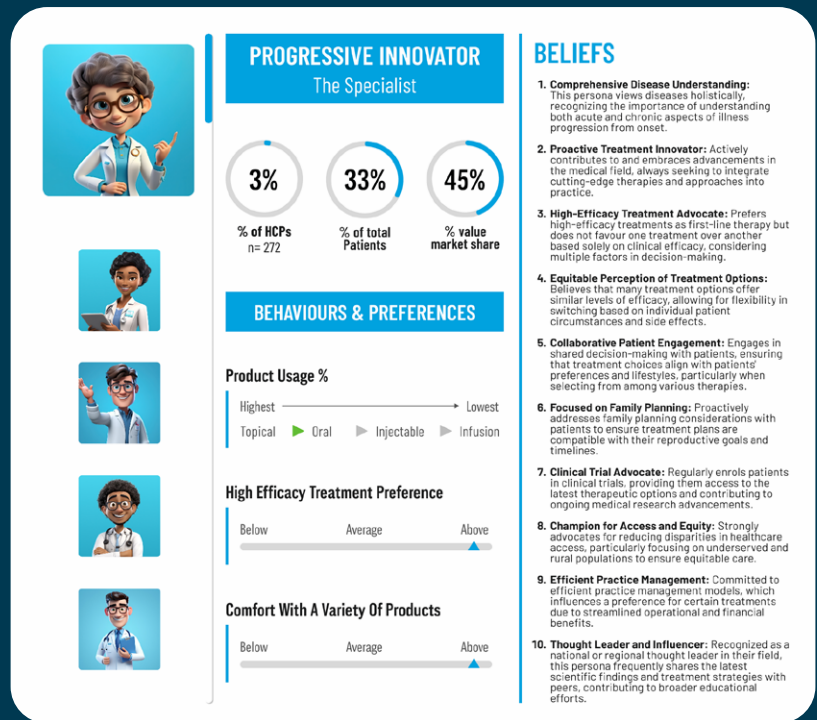
Lynx Analytics intervened with a solution to enrich the persona creation process with comprehensive insights. Using data from external and internal channels, our team of data scientists streamlined the process by enhancing the existing codebase, adding essential features, and creating a robust production pipeline. By integrating data science techniques like ANOVA F-scores, we bridged the gap between raw data and actionable insights, ensuring relevance both from a business and statistical perspective.

This pipeline empowered data analysts within the organization to independently run persona models for various therapeutic areas using different attributes. For example, socio-economic data was introduced to understand the ramifications of specific Health Equity aspects for HCP personas.



Moreover, personas were seamlessly integrated into the client's existing downstream applications, including Veeva, campaign generation tools, customer data platforms, and their dashboarding environment, effectively enhancing the utility of these platforms.

Our solution didn't stop at technical enhancements. We facilitated stakeholder engagement, explained persona concepts, and solicited feedback to ensure alignment with organizational goals. Additionally, we crafted an onboarding package to sustain stakeholder engagement over time, ensuring the longevity of our solution's impact.



## Outcome & Benefits



The outcomes were transformative. By automating the data pipeline and implementing advanced processing techniques, we facilitated seamless scalability across therapeutic areas. This not only democratized persona generation but also ensured the freshness and relevance of segmentation models. Moreover, the creation of personas enabled the identification of next-best actions from a commercial standpoint, laying the groundwork for an automated, personalized marketing system.

In summary, our intervention enhanced the transparency and relatability of persona attributes, fostering deeper collaboration between data scientists and marketing professionals. By empowering the client to harness the power of personas across their organization, we enabled them to stay ahead in the dynamic landscape of pharmaceutical marketing.