

ACTITO for Pharma

ACTITO for Pharma is an **agile marketing automation solution** developed specifically for pharmaceutical and life sciences companies. It combines a wide range of features with unparalleled ease of use, enabling marketing and communication specialists to create, deploy and measure multi-channel campaigns.



OMNI-CHANNEL AUTOMATED MARKETING MADE SIMPLE

ACTITO for Pharma enables marketers to manage all marketing channels – E-mail, SMS, Push, Web, Print, Call Center and Social Media – in order to offer a seamless brand experience to their customers. All communication channels offer deep personalization by leveraging existing data in legacy systems (i.e. CRM, CLM, ERP, CMS...) and behavioral data (i.e. web visits) collected in ACTITO.



STANDARD MARKETING PROGRAMS AT YOUR FINGERTIPS

ACTITO can be used to automate standard marketing programs by leveraging scenarios and

pre-branded templates without having to delve into complex programming.

For example:

- Sales follow-up e-mails which include a survey to better understand the customer's needs
- E-newsletters to announce new products
- End-to-end event and congress management
- Operational and transactional e-mails/messages sent after an interaction with a digital asset or orders (patient material or products)
- Complete customer-journey management programs



ADVANCED REPORTING

As well as the performance indicators included as standard in ACTITO, customized reports can be created to give you a clear view of the ROI of your campaigns. For a 360-degree view of your campaign, you also have the possibility to import and export data, for in-depth analysis, and to cross data – through synchronization and APIs – with other data sources (i.e. IMS, MediQuality...). This valuable data will help you identify opportunities for improvement and best practices.



COMPLIANT DATA STORAGE

Pharmaceutical companies need to comply with an increasingly strict regulation in terms of data safety and privacy. ACTITO servers are all based in a secure environment in Europe. Security processes and internal training guarantee that our staff is fully aware of the issues related to data privacy and protection. Moreover, our legal team can help you comply with the regulations of the forthcoming General Data Protection Regulation.



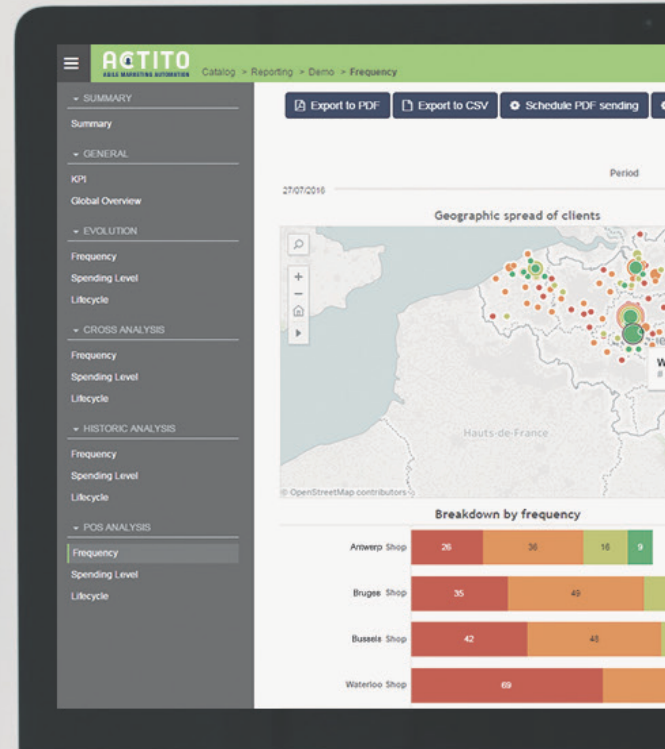
LOCAL SUPPORT & SERVICES

ACTITO offers local support and a complete range of services (from strategic support to campaign management) allowing you to focus on your marketing objectives.



TRANSPARENT PRICING

The pricing of ACTITO for Pharma is based on the number of contacts in your database. There are no hidden extra fees for e-mails and other interactions except external costs (i.e. SMS, print...).



Want to know more?
Contact our pharma expert today!
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