Dynamic Advanced Customer Segmentation (DACS™) and Sales Optimization (SLOT™)
Working with a global pharmaceutical company to show the value of DACS™ and SLOT™

Business Need
- Constantly changing stakeholder behavior and shifting decision power is requiring the industry to rethink how they effectively segment customers
- Dynamic segmentation is necessary for understanding current customers, targeting promotional tactics and optimizing resource allocation and brand performance

Value Delivered
- Analyzed 21 customer variables to develop enriched segmentation and optimized the clients’ multi-channel marketing strategy

As shown above, Dr. Lee becomes increasingly important due to her low rejection/reversal rate and higher percentage of patients covered under United (a stronger performing payer for Brand A in Los Angeles)