



## What is Closed Loop Marketing?

Closed Loop Marketing is a “game changing” strategy and business process that “closes the loop” between marketing, sales and customers. Closed Loop Marketing measures the results of marketing and sales campaigns by tracking and acting on the responses of targeted customers.

Simply put, customer feedback on marketing messages delivered by the sales force can be analyzed and subsequent messages adjusted for improved results on the next detailing visit. Predictive modeling technology is the key component used at the analysis stage to guide brand managers on what messages will have the best results.

## What are the benefits of CLM?

### Enhances sales & marketing effectiveness & customer-centric interactions

- Deliver a need based message, increase message retention, learn from every customer interaction - increase sales.
- Provide a flexible & scalable solution to meet the diverse customer needs (i.e. multi-cultural marketing, physician segmentation, geographic differences etc.).

### Enables field force product detailing/ call plan flexibility

- All brand detailing materials can be housed on rep hardware and enabled/ disabled as needed.

### Reduces cost

- Frequency of content change, segmentation & speed to market has significant cost implications.
- Reduce agency, print and content development costs across franchise.

### Minimizes compliance risk

- Minimizing risk associated with non compliance, fair balance and adverse events submission.

## Why you should consider CLM?

1. Diminishing representative access & time with customer
2. Increased multimedia spend by brands
3. Representatives juggling multi-product materials (electronic & paper)
4. Frequent content updates needed (PI, data, synergies, destruction notices, etc)
5. Significant advancements in CLM technology and representative hardware (i.e. Tablet, smartphone, iPad)