DMD
Connecting Healthcare

The **DMD** Email
Campaign Development
Guidebook

Where Data and Design Connect

the HUMAN *face* | *of* DIGITAL *intelligence*

how

why

Introduction

Data drives DMD's approach to the email channel at every phase. Our innovative solutions extract value from the best available data for each application, generating new information and mining it for insights that can be applied to future campaigns. DMD has innovated techniques, applications, and strategies throughout all phases of the email campaign process.

1. Target list development and refinement

2. Email address list development

3. Creative design and programming

4. Deployment strategies

5. Post-campaign analytics

This guidebook will review best practices that have been cultivated over time and integrated with the latest developments in technology and consumer behavior. Also considered are design and programming imperatives that yield significantly improved performance in the email channel. In addition, innovations in deployment strategies and post-campaign analysis suggest methodologies that have a proven and significant impact on email campaign outcomes.

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Target List Development and Refinement

Gone are the days of batch-and-blast. Today's targeted email lists are aggregated by multiple databases and result in highly refined email lists segmented by spe-cialty, diagnosis codes and updated prescription data. Advanced targeting methods analyze audience behavior and response in order to deliver better open and click-through results.

DMD Targeting Practices

DMD has assembled the most comprehensive demographic and practitioner pro-file database so that our clients can retrieve and evaluate data across a wide set of sources to make the most promising decisions for their campaigns.
Using the DMD Superfile^{SM} , clients draw upon diverse authoritative data sources and integrate them through a single point of access. Bringing the precise target audience into focus reveals more compelling messaging and reach strategies. Marketers can draw upon this data to select and target at the practitioner level:

> Prescriber practice profile

> Case mix as ascertained by ICD-9 diagnosis data

> Procedures performed according to CPT data

> Office(s) location

> Home address location

> Group practice affiliation

> Hospital and hospital network affiliation(s)

> Insurance plans accepted

Bringing the precise target audience into focus reveals more compelling messaging and reach strategies.

Target List Development
and Refinement

Target File Validation

DMD routinely validates all target files at the onset of a project to ensure that they include the latest information so that, for example, recently retired and deceased physicians can be excluded. In addition, DMD has more than one email address for many HCPs, which enables us to evaluate open and click activity by all available addresses and choose which is most likely to drive a response.

Target Expansion

DMD researches and recommends practitioner segments that broaden the target audience for any given campaign.

Beyond the most obvious audiences for a particular campaign, there may be additional prospect segments that offer business-building opportunities. DMD researches and recommends new practitioner segments to broaden the target audience for any given campaign. For example, since DMD can link NPs and PAs by office practice with physicians, marketers are now able to include these increasingly important professionals into relevant target groups. In a case of an anaphylactic shock treatment, DMD identified 19 states in which schools were required to stock a comparable treatment. School nurse data from those states was an obvious addition to the target file.

Email Address List Optimization

List hygiene

DMD evaluates any proprietary client email address file against its historic database of 1.5 million inactive email addresses identified since 2004. Utilizing domain spell-check software to identify errors in address composition ensures that only the cleanest file possible is deployed.

Email address performance assessment and rotation

Email address matching combines science and art.

DMD maintains the largest healthcare practitioner database totaling 1.8 million addresses, comprising of 1.55 million physician email addresses and 250,000 NP/PA email addresses. With more than one email address for over 60% of physicians, each address is continually evaluated according to its source, its type (i.e. office, hospital, or personal), and its responsiveness to healthcare email programs. DMD rotates the highest quality address into first file position, while making additional addresses available for wide-angle deployments.

Email address matching

Email address matching combines science and art. DMD maintains the ME# and NPI classification systems to match email addresses to client files. In cases where those numbers are not coded, DMD employs the most sophisticated "fuzzy logic" software available to match email addresses to records with only a name and address.

Creative Design and Programming

The heart of DMD's innovative services connect the creative development process with programming practices that are crafted specifically for the email channel. Current email design is often based on outdated and ineffective practices that do not reflect today's dynamic environment. Often, emails are created from direct-mail pieces that are consumed in an entirely different manner than print. Converting an 8 ½ x 11 sheet of paper into an email ignores the premise that these emails are being opened on various devices with different size requirements. Important steps must be implemented to ensure effective email creative development.

Pre-program benchmarking

DMD applies results from proprietary data based on more than 12,000 email campaigns. This allows us to recommend performance metrics tailored to a particular email initiative. Email programs are classified by a dozen categories including product information, new product information, commercial sample offers, survey with/without honoraria, webinars, CME, medical publications, and newsletters. This enables clients to configure the most relevant benchmarks prior to campaign deployment.

Render testing

To ensure email success, it is essential to test your creative copy and study how it will render on more than 100 device and software platforms. Render testing provides incisive direction as to how the copy should be programmed so that it appears to the HCP recipient as the designer intended. Often, it is the little things that are missed in design and programming that will determine if copy will render intelligibly. By integrating this critical step into the project process, clients can consistently increase the performance of their campaigns.

Connect the creative development process with programming crafted specifically for the email channel.

Creative Design and Programming

Design and programming consultation

Each email campaign has its distinctive communication elements, priorities, and legal/regulatory constraints. Evaluating each campaign on its own to maximize these challenges is a critical step in the deployment process. Beyond copy testing, DMD makes tactical recommendations to creative agencies and designers based on our in-market benchmarks for maximum impact. DMD draws upon the experience of its veteran expert staff to suggest ways to compose, design layouts, and program copy to attain the highest rate of delivery and response.

Customized training workshops

The best path to creating effective email campaigns is for the development team to learn and incorporate best practices into its ongoing activity. To this end, DMD conducts fun, interactive training workshops as part of its free consultative services. Topics include:

> Email design and deployment

> Essentials in creative design and HTML programming

> Benchmarking metrics for your target audience

> Optimizing for mobile

> Experimental testing to build corporate intelligence

> Email as the connection in multi-channel marketing

DMD customizes a curriculum and develops a progression of workshops for individual clients, their creative and strategic agencies, and media buyers. The result is everyone working in partnership to learn, grow, and drive performance.

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Deployment Strategies

Over time, data on email deployment – by practice specialty, time of day, and day of week – has driven email campaign strategies to achieve greater impact. When advanced deployment strategies are drawn from best practices across the digital landscape and applied to specific campaigns, the returns on campaign investment can be measured and evaluated.

OptEmail®

Targeting delivery by day-of-week and time-of-day windows optimizes email results based upon characteristics of the target audience. By correlating behavior and device usage with day-of-week and time-of-day email activities, marketers can enrich analysis and drive response.

Echo Email®

Staggering the delivery of multiple campaign waves to maximize results can be used in combination with day-of-week and time-of-day practices using OptEmail®. Through continuous deployments, the delivery model can be refined to one that best suits particular brand assets.

Rep-driven strategies

Integrating digital and personal selling resources has an exponential effect on each marketing channel. Rep-driven email deployment is based upon the proven use of

Integrating digital and personal selling has an exponential effect on each marketing channel.

Deployment
Strategies

"trigger" emails that leverage personal selling activities with email. Rep-driven emails:

> **>** Extend the reach, value, and impact before and after representative calls

> **>** Support improved access and key customer contact

> **>** Support and maintain high call frequency through an accepted alternative channel

> **>** Extend and expand the dialogue beyond and between calls

> **>** Cover "low see," "no see," "difficult to see" high-value customers

Systematic testing and design models

The data-driven nature of the email channel offers the opportunity to rapidly test and discover insights about customers, products, and the digital channel. DMD builds testing progressions with each client to systematically learn from successive email deployments. In this manner, every program yields insight as well as impact.

Building corporate competence

Working across brands and integrating lessons learned from all programs, DMD works with clients to develop competence in digital communication. DMD conducts periodic reviews across client departments and partner agencies, so the entire organization benefits from best practices and company-specific benchmarks.

The data-driven nature of email permits rapid testing so every program yields insight and impact.

Post-Campaign
Analysis

Post-campaign analytics allow email marketers to improve future campaigns by deepening what they understand about health care practitioners and their relationship with the email channel. Identifiers such as therapeutic class and medical role can be used to refine content and resonate further with the reader. Specific email elements such as subject lines, calls-to-action, and design are evaluated for performance and adjusted to improve open rates.

Reporting processes should always include:

> Comprehensive data based on pre-campaign objectives and expectations

> Automated daily data feeds that integrate response results with client CRM systems and other databases

> Ad hoc analytics that explore campaign and product-specific dynamics to help extract maximum learning from every campaign. Insights derived from   post campaign analyses are fed into successful programs to build continuous corporate learning.

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What's Next?

The strongest marketing programs link strategy with execution. DMD is currently installing a new comprehensive data access, integration, and reporting toolset based upon the world-famous Qlikview software platform. Access to this capability allows DMD's Digital Experience consultants to sculpt targeted and tailored programs according to specific success metrics.

The new platform uses display and drill-down techniques that have become standard with the proliferation of mobile device technology. This design enables clients to independently explore campaign results and plan for future campaigns.

Set up a 30-minute consultation with a Digital Experience Director to see how DMD can help improve the performance of your HCP marketing campaigns.

Schedule your consultation now

DMD enables healthcare companies, communication agencies, and marketing service providers to precisely target and effectively connect with U.S. healthcare professionals through its consultative expertise, data resources, and the largest professional U.S. email database.