

## Infosys' Life Sciences Digital Marketing Services

The Life Sciences industry has to deal with multiple threats of patent cliff, increasing regulations and the need to communicate treatment options to multiple audiences through their preferred channels. Pharmaceutical and Healthcare companies constantly advance their digital marketing capabilities to increase their stakeholder reach and tap into the latest developments in the digital marketplace. The goal is to provide customer centric, impactful messages across multiple channels for better customer

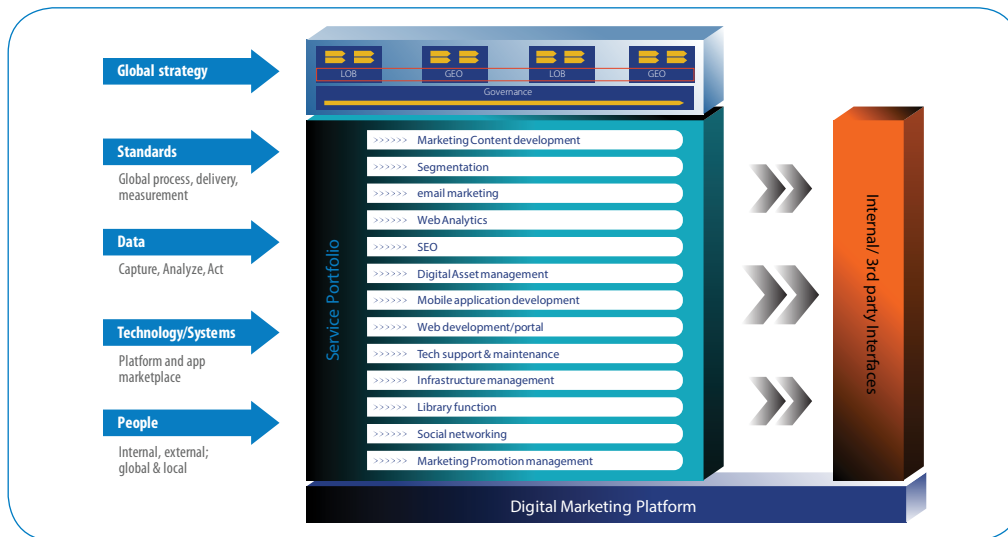
satisfaction, increase patient adherence to improve health outcomes, hence, increase revenue and enhance marketing return on investment.

Infosys addresses these challenges through a digital marketing framework that puts the customer in the center and allows multichannel conversations with the customer including physician, patient, provider, and institution. This also enables getting customer feedback for advanced analytics to understand customer behavior, content preference, channels for

targeted and impactful customer interactions improving marketing effectiveness.

Infosys forecasts the average spend on Digital as a channel increases by 15-20% every year for the Life Sciences industry, streamlining marketing operations services would result in simplifying digital adoption, improving utilization of digital assets and have proven to cut operational cost by 25 - 30%. This saving can now be re-invested in extending and deepen the relationships with global customers and drive marketing & sales innovation.

### Digital Marketing Services - Key Features



#### Why Infosys for Digital Marketing Services

- A globally admired leading business and IT Consulting & Services company with mature business transformation, delivery and operational excellence
- A digital marketing platform from leaders in marketing and technology "By marketers for marketers"
- Dedicated Life Sciences digital marketing center of excellence
- Rich complimentary analytics and social networking platform services
- Over 4000 Infosys professionals serving Life Sciences' Clients, including 200+ experienced digital marketing consultants and researchers
- Easy access to over 17,000 digital marketing professionals through strategic partners

Global digital marketing services cannot be economically executed by a traditional agency approach, yet it cannot be a pure IT services approach either. The partnership between Infosys and creative agencies is driven by a shared desire to deliver best-in-class digital marketing services for global clients. It combines the best of two worlds.

# Infosys Digital Marketing Services

## EXPERT SERVICES

A framework of services and technologies that includes digital marketing skills such as SEO, content and user experience management, social media and consumer insight, to sophisticated research, ROI modeling and data services.

## DIGITAL MARKETING SERVICE MODULES

Pre-built services and tools, integrated with the platform that allow quick and simple on boarding of new capabilities into the business. This includes: Audience Intelligence and Targeting; Audience Discovery; Social Engagement; Research; ROI and Channel Modeling; Analytics Tools and Reporting; Creative Testing; Channel Execution; Data Access; Data augmentation.

## INTEGRATED TAGGING AND TRACKING

Tools and proprietary data infrastructure that enables tag management, site optimization, taxonomy development and automated tagging within the elastic delivery platform. This feature enables advanced Audience Intelligence services.

## AUDIENCE INTELLIGENCE

A flexible model for data repository for storing, joining and analysing customer feedback, third party campaign data, and site cookie data from all digital touch points, integrated with intelligent targeting, personalisation and analytics services.

## DIGITAL MARKETING OPERATING SYSTEM

Core application framework that provides workflows, APIs, processes and inventories that operate all components of the digital marketing platform. It includes seamless log on, tracking, approvals and workflows for pre-built applications and integration with third party tools.

## SERVICE MANAGEMENT FOR MARKETING

A focused and responsive Service Management Operation that balances the requirements of marketing and IT and provides the speed, responsiveness and skills to manage the platform and the associated services.

## DIGITAL MARKETING PRODUCTION FACTORY

Infosys high quality production management and build processes, which are flexible and easy to engage with for both agency and marketing teams.

## ENGAGEMENT Experience

- Global multi-channel digital marketing service implementation for a top 5 global pharmaceutical major for over 40 global brands
- Digital marketing platform for a FMCG major for 5000+ URLs of 50+ global brands
- Global Digital Service for a Top 5 Pharmaceutical and Healthcare major having 200+ brands in over 100 countries



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**Android:** search for Barcode Scanner in Market App. Download it, install & scan  
**BlackBerry:** open BlackBerry Messenger and select "Scan a Group Barcode". Scan and prompt to open site

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