

Business Translation in Action: Bringing a Digital Engagement Measurement Program to Life

A multinational biopharmaceutical company that specializes in novel therapeutics for rare cancers partnered with Clarkston Consulting to help them execute a Digital Measurement program for their engagement metrics. The client works with multiple agencies and partners to develop campaigns to drive engagement across various channels.

The client needed to take ownership of their data and reevaluate their spending on digital engagement to prioritize the most effective programs. Their partners had previously been self-reporting metrics, which were insufficient to determine program effectiveness. They needed to be able to generate reports internally to thoroughly assess and compare engagement using standardized metrics.

The client knew what they wanted to do but lacked a resource with the right mixture of business and technical expertise required. So, they engaged Clarkston to act as a Business Translator to design an end-to-end process to get them the insights they needed from the available data.

Clarkston helped the client design and execute a scalable process, resulting in a series of reports that increased visibility into programs and vendors, allowing them to better audit their partners' performance and allocate spending.

Life Sciences Case Study

PROJECT OVERVIEW

INDUSTRY:



Life Sciences

PRODUCTS AND SERVICES:



Development and commercialization of novel therapeutics for rare cancers

PRIMARY OBJECTIVES:

- Coordinate the migration of vendor data in-house from all sources/channels
- Act as a Business Translator to enable the client to draw their own conclusions about the data
- Present and explain raw data
- Bridge the gap between raw technical data to business insights through education and report design
- Provide technical expertise to help client achieve their goals

RESOLUTION:

- Inventoried all required data and collaborated with vendors to determine the data available, where it would come from, how to extract it, how and where to save it, and how to model it
- Analyzed full scope of digital engagement – Banner Ads, Clicks, Programmatic Display, Contextual, Social Media, and Paid Search
- Informed internal teams on the structure of the data, how it should be handled, and how to effectively model it
- Acted as Business Translator by providing resources and insight to front-end developers to enable them to replicate Excel tables and mock-ups for organizing, treating, filtering, and performing calculations on the data, as well as apply business rules
- Performed continuous validation to ensure vendors were complying with agreed upon timelines and data tasks, internal teams were receiving and storing the data correctly, data reports contained all required elements for developers, and the results of data calculations corroborated metrics provided by vendors
- Adapted to various data formats by providing explanations of the files received, key components for final reports, and how to organize it effectively
- Identified commonalities across different data sets to be leveraged in reporting

KEY BENEFITS:

- **Increased Visibility:** The reports generated by developers can be shared cross-functionally and provide insights to teams across the organization
- **Improved Context:** Data can be reviewed in relation to various metrics and business components, creating a more consolidated analysis approach and improving decision-making
- **Better-Allocated Spending:** The reports enable data-driven decision making about which programs to continue and where to allocate spending to prioritize only the most effective programs
- **Improved Vendor Auditing:** Collecting engagement metric data internally rather than relying exclusively on vendor self-reports provides the ability to evaluate and confirm vendor reporting to ensure compliance with agreements



KPIs

- Identified tens of millions of dollars of ineffective DTC (direct-to-consumer) spend – at individual publisher and tactic level – in just 1 indication of 1 brand
- Identified tens of millions of dollars of ineffective spend in just 1 paid social media vendor
- Identified millions of ineffective spend on healthcare provider engagement
- Reduced total vendor spend by tens of thousands of dollars by generating reports internally
- Collected data from 5 primary sources representing 30 vendors

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