



Founded in 2000, The CementBloc is the second largest independent, multi-channel *health and wellness* communications company in the U.S. The agency was recently distinguished as a finalist by *Med Ad News* for 2012 Agency of the Year Category II in the \$25 to \$50 million income category.

DEPLOYMENT SUMMARY

The CementBloc employs TIBCO Spotfire® visual analytics to deliver a value added service that enables the agency's pharmaceutical company clients to accurately measure the effectiveness of multi-channel relationship marketing programs. From evaluating the performance of sales reps in the field to analyzing how consumers discuss healthcare issues in social media circles, Spotfire provides actionable insights that were previously unknown.



"Spotfire makes it easy to spot trends and outliers about how sales reps are selling in the field and consumers are navigating a website. Armed with this real-time information, pharmaceutical marketers can make in-the-moment adjustments to professional or consumer promotional spending."

Dr. Ira J. Haimowitz
Executive Vice President, Analytics and Operations
The CementBloc

TIBCO Spotfire Analytics Power The CementBloc's Innovative, Converged Healthcare Relationship Marketing Initiatives

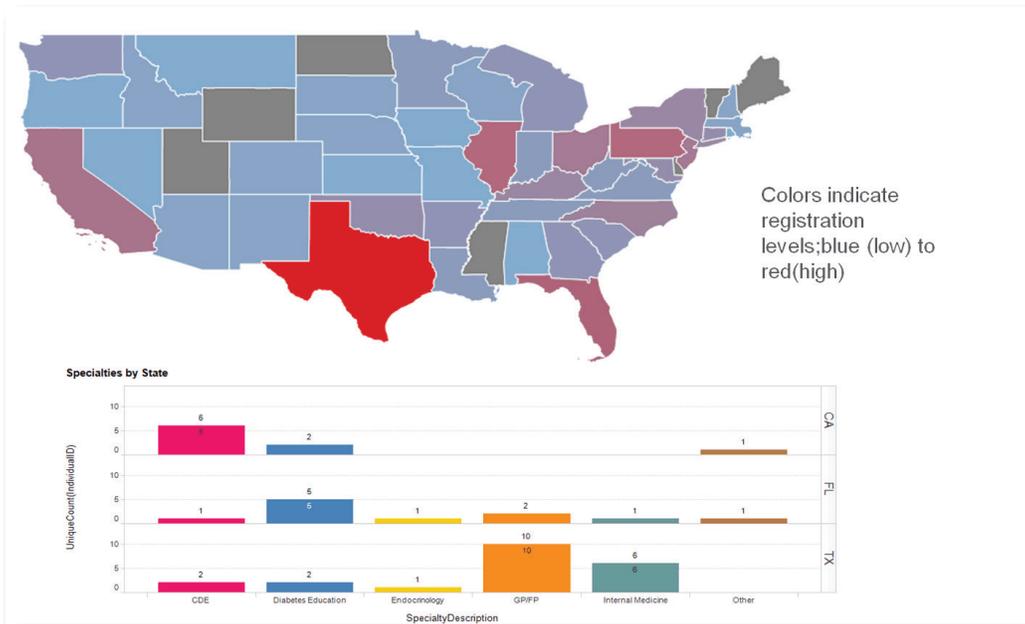
The CementBloc's structure is based on integrated multidisciplinary teams bringing together all of the different disciplines of the agency – brand planning, digital strategy, creative, analytics – to provide its clients convergent communications services under one P&L. Many major pharmaceutical companies, including Bayer, Novartis, Pfizer, and Bristol-Myers Squibb, are current CementBloc clients.

Dr. Ira J. Haimowitz, Executive Vice President, leads The CementBloc's Intelligence and Analytics group. This group provides a significant portion of the agency's revenue, providing value added services to close the loop on The CementBloc clients' healthcare relationship marketing programs.

CHALLENGE

Dramatic changes in the pharmaceutical marketing landscape have dictated the need for pharmaceutical companies to develop new dynamic relationships with both healthcare professionals and consumers. These companies are looking for ways to spend marketing dollars more efficiently and are migrating away from purely personal push promotions to two-way, multi-channel relationship marketing programs. The sales force is no longer the predominant channel, as the use of non-personal tactics such as targeted emails, webinars, mobile messages and social networks have continued to rapidly expand.

With the addition of these multi-channel relationship marketing programs, closing the loop is more important than ever. Pharmaceutical companies want to know which channels are working best for them in order to optimize marketing program strategies.



This Spotfire heat map provides key insights into physician website registration behavior. It can be analyzed by content, geography and specialty.

But with so many disparate data sources from personal and non-personal initiatives, analyzing programs using IBM SPSS or spreadsheets is inefficient and not particularly insightful.

SOLUTION

The CementBloc’s Intelligence and Analytics group has developed a standard platform of interactive, highly visual dashboards powered by TIBCO Spotfire Analytics that are delivered to clients in person or via the Spotfire Web Player®. Spotfire is a revenue driver for the agency, providing a competitive advantage through its ability to show integrated analysis and visually insightful results of the healthcare professional and consumer relationship marketing programs The CementBloc executes on behalf of its clients.

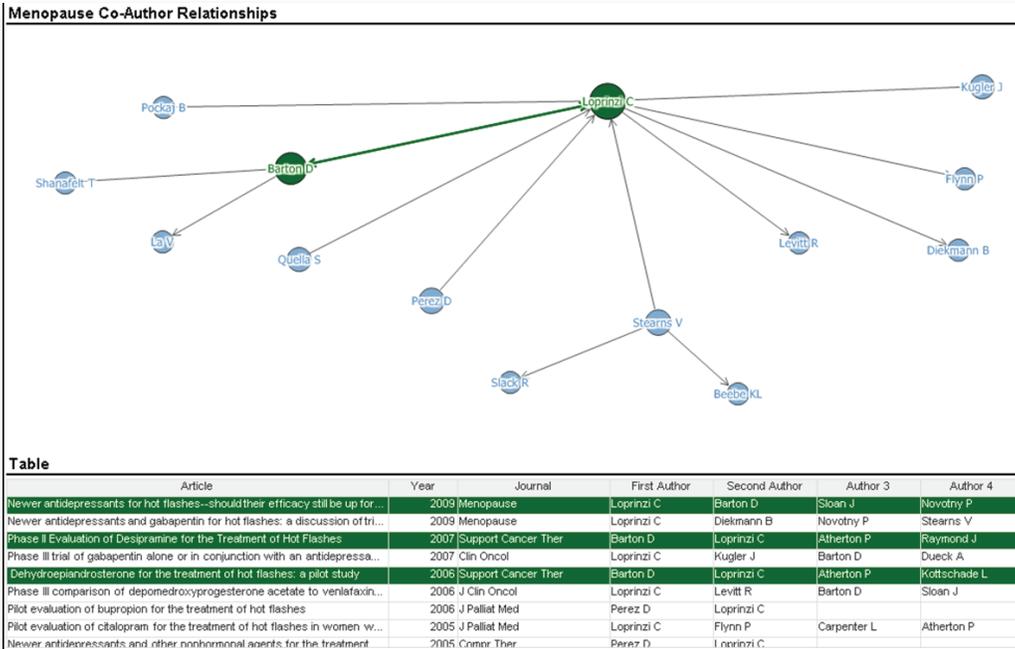
On the professional side, Spotfire is used to analyze sales force activity, as well as non-personal programs such as emails and other stimuli driving doctors to websites; responses to electronic alerts; and topics of conversation in social network communities.

The personal details (interactive contact with a physician) of a pharmaceutical company’s sales force are easily analyzed in Spotfire using the data from the sales force’s iPads to determine if the message is being delivered in the way it was intended. The data is derived from software that captures clicks on a sales rep’s iPad to

indicate which slides were presented and in what order. Ultimately the measure of success is determined by combining this data with physician prescribing data to detect trends in the volume of prescriptions written by doctors who received presentations concerning certain types of information.

As the trend for using non-personal programs continues to increase, Spotfire is valuable in evaluating how doctors are responding to all the other touch points such as email, direct mail, mobile, and websites, including the pharmaceutical company’s own site. Using Spotfire Analytics, The CementBloc developed territory level visual dashboards depicting which doctors had signed up on a client’s website, how they got there, and what they are doing on the site. “Spotfire really called out – at a glance – which media sources were sending quality traffic and which media sources were sending sub-optimal traffic to our clients’ websites,” notes Haimowitz.

These personal and non-personal analyses are all integrated together and presented in one dashboard for The CementBloc’s clients, which provides a feedback loop on how doctors are responding to personal details as well as how they are navigating through the non-personal space. “Our clients find the Spotfire dashboard visually impressive and striking,” notes Haimowitz.



Spotfire has helped The CementBloc identify and visualize highly connected physicians.

RESULTS

On the consumer side, Spotfire is used to analyze the efficacy of in-office materials, emails, direct mail, QR codes, and click-through rates from online media such as banners and search engines. The CementBloc also analyzes the unstructured data from conversations in social network forums such as Facebook, blogs and chat rooms. The CementBloc Intelligence and Analytics group retrieves the data using an Internet query tool and places it into Spotfire to analyze patterns of conversation. Because of Spotfire’s visual presentation of the data, it’s easy to determine which blogs are most influential and to identify social opinion leaders. This provides the agency’s clients with ideas about how to better participate in the social media space.

Spotfire reports are delivered to clients in two ways – via weekly flash reports to evaluate how programs are performing compared to the prior week, as well as monthly tracking reports that deliver deep dive analysis, combining multiple visualizations together from multiple data sources.

With Spotfire analytics, The CementBloc delivers a value added service that enables clients to better judge the effectiveness of communications. The CementBloc clients who take advantage of the Spotfire analytics and dashboard always find it extremely helpful and reach conclusions more quickly than if they were doing it in house or relying on surveys or tabular reports.

Haimowitz says pharmaceutical company marketing brand directors are very excited about the Spotfire dashboards because, for the first time, they can get feedback rapidly. They are deriving new insight into how well a message is resonating and which of their materials are most effective for achieving their goals, which wouldn’t be possible without Spotfire. Particularly impressive is Spotfire’s ability to integrate multiple information sources and bring new relationships to life that otherwise wouldn’t even be investigated.

The visual analytics of Spotfire lets CementBloc clients explore relationships to see if they hold for certain sub-segments and certain geographies in a way that tabular reports can’t. “This is all very innovative,” explains Haimowitz.

THE CEMENTBLOC CLIENT SPOTLIGHT: Spotfire for Professional Relationship Marketing (PRM)

The CementBloc designed a full service PRM program for the U.S. division of a leading pharmaceutical company.

CHALLENGE

The company was selling into a crowded therapeutic market where sales reps have an average of 90 seconds in which to educate a health care provider. It needed to expand its reach and frequency with non-personal promotions.

STRATEGY

The CementBloc's strategy focused on using innovation as a point of differentiation. The pharmaceutical company began competing uniquely on service, by presenting themselves as a service provider through an advanced web portal designed to reach healthcare professionals. The company's sales reps can point these healthcare professionals to the web portal for value added services such as product comparisons. The web portal usage statistics are used by the sales reps as valuable feedback in order to continue the dialogue in a more targeted way.

SPOTFIRE ANALYTICS' ROLE

Spotfire analytics plays an integral role to close the loop of this innovative program. The Spotfire visuals provide easily-garnered insight into how healthcare professionals around the United States interact with the web portal. The CementBloc's client was surprised to learn that depending on the part of the country, physicians of different specialties are interested in very different sets of content. This dynamic would have remained unknown without Spotfire analytics.

"Without the Spotfire dashboard, we'd have to create separate reports and spreadsheets; and maybe perform a SAS analysis in house to try to fit a regression line from different promotions to prescription changes."

Deriving insight quickly is a valuable asset because it facilitates faster decision making about marketing program optimization – even for programs already in progress. "Spotfire makes it easy to spot trends and outliers about how sales reps are selling in the field and consumers are navigating a website," says Haimowitz. "Armed with this real-time information, pharmaceutical marketers can make in-the-moment adjustments to professional or consumer promotional spending." Spotfire is also used as a forecasting tool, performing what-if analyses to determine how many website visitors a client should expect based on media spends with various journals or online media.

The ability to show and visualize in Spotfire the results of non-personal tactics enables pharmaceutical companies to expand their reach and communicate with more professionals and consumers than ever before.

The CementBloc has just begun giving clients access to the Spotfire Web Player on their desktops, which Haimowitz believes is taking healthcare relationship marketing to a new level. With very little training, clients are able to use the Spotfire dashboard to perform what if analyses, do segmentations and drill downs themselves and collaborate and share results across their enterprises.



TIBCO Software Inc. (NASDAQ: TIBX) is a leading independent business integration software company and a leading enabler of real-time business, helping companies become more cost-effective, more agile and more efficient. TIBCO has delivered the value of real-time business, what TIBCO calls The Power of Now®, to thousands of customers around the world and in a wide variety of industries.

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