

MEASURING IMPACT & ROI

Juan Carlos  Portasany
Associate Marketing Director

 Bristol Myers Squibb™



JC introduction

Role Industries & Companies Experience in Years

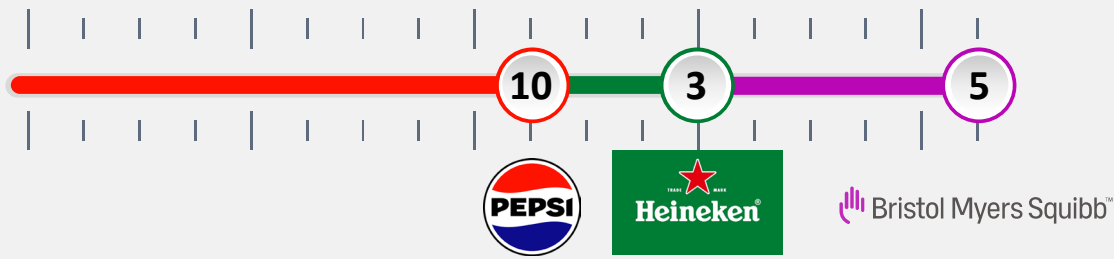


● Sales 16 ● MKT 2



● FMCG 13 ● Pharma 5

Company



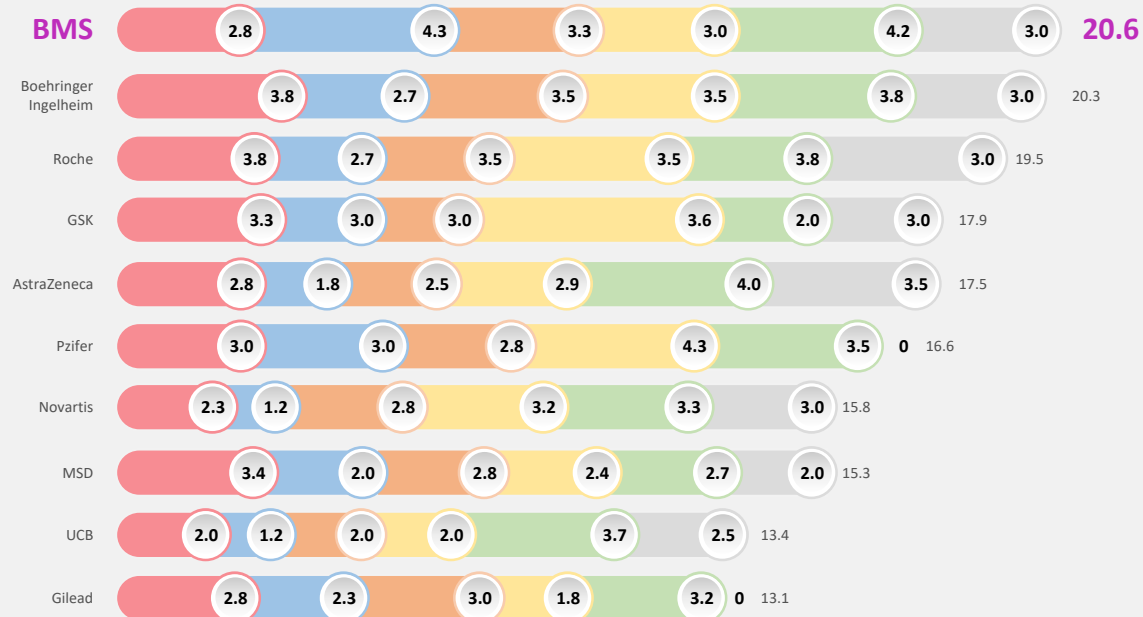
My 5 Super Powers

- 1 Complex & Slow ➔ Simple & Fast
- 2 Make Things Happen: **Execution**
- 3 To do the **basics in an extraordinary way**
- 4 Expert on **Know Who** instead of know how
- 5 **Positive Fuel & Problem Solving Fuel** for teams

BMS in the Digital Ecosystem

Ranked 1st in Maturity on social Media Work Social Check-Up 2023

- Social Corporate Identity
- Social Content Strategy
- Social Experience & Design
- Paid Social
- Social Influence
- Social Community

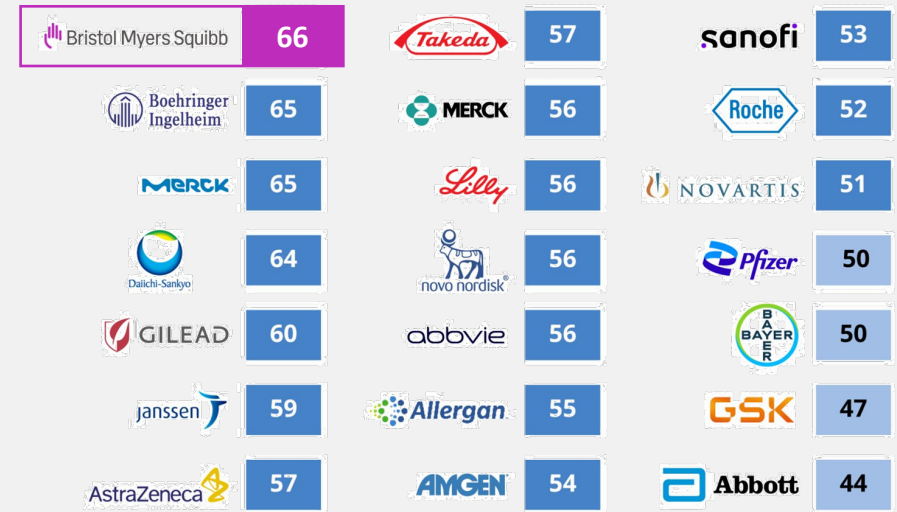


Ogilvy HEALTH

Ranked 1st in Customer experience for Digital Channels 2022

Customer Experience Quotient® (CXQ®) for digital channels

- Poor (1-25)
- Fair (26-50)
- Good (51-75)
- Excellent (76-100)



Base: 6,270 healthcare professionals in 14 countries and eight specialty areas

© 2023 DT Consulting (an Indegene company)

DT Consulting
An Indegene company

Juan Carlos Portasany

Some topics to be proud of Spain



28
YEARS

GLOBAL LEADER
IN ORGAN DONATION

WORLD
ECONOMIC
FORUM

Best
NHS



EPIDURAL
& SYRINGE

INVENTED IN SPAIN



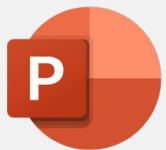
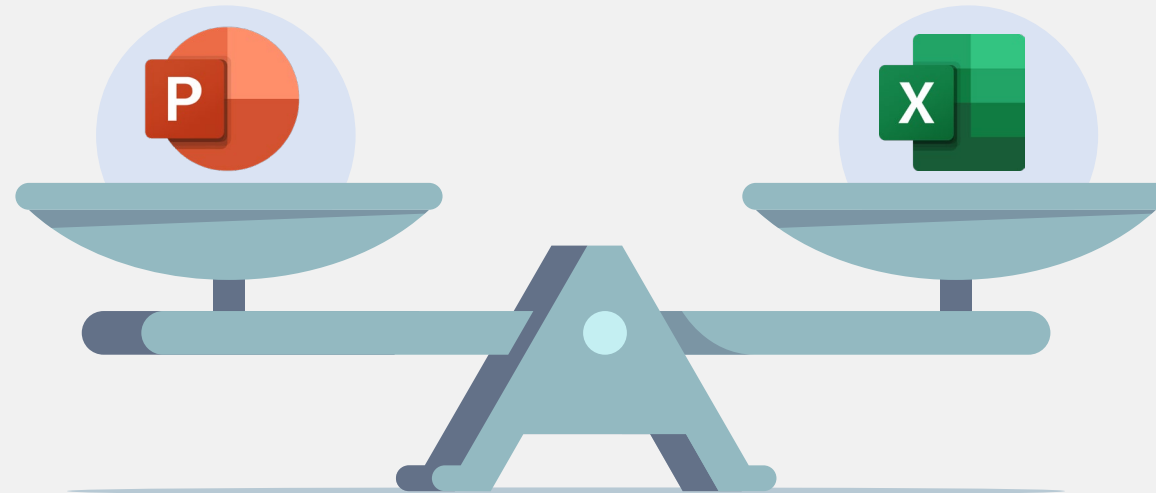
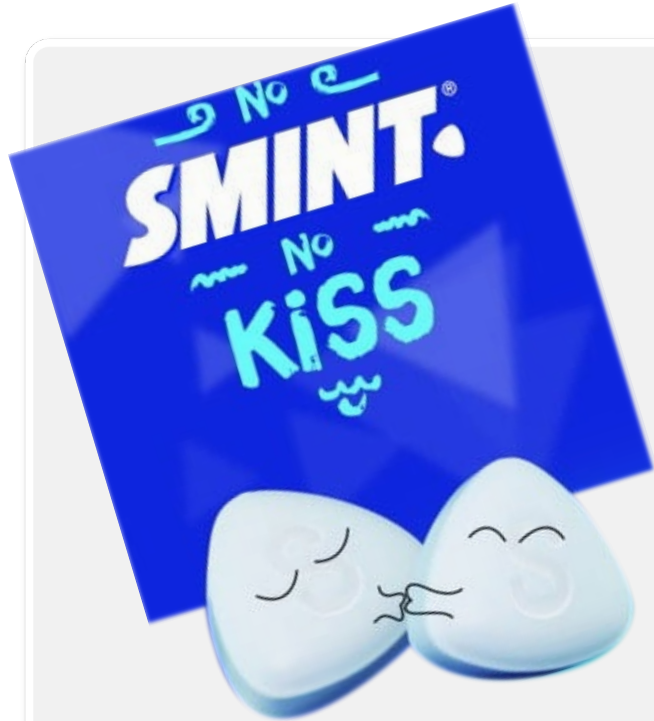
85,8
YEARS

LIFE EXPECTANCY BY 2040



Institute of Health
Metrics and Evaluation

Power Point and Excel balance of Marketing



A Kiss has high motivation (ASPIRATIONAL)

Fresh mouth when kiss (FUNCTIONAL)

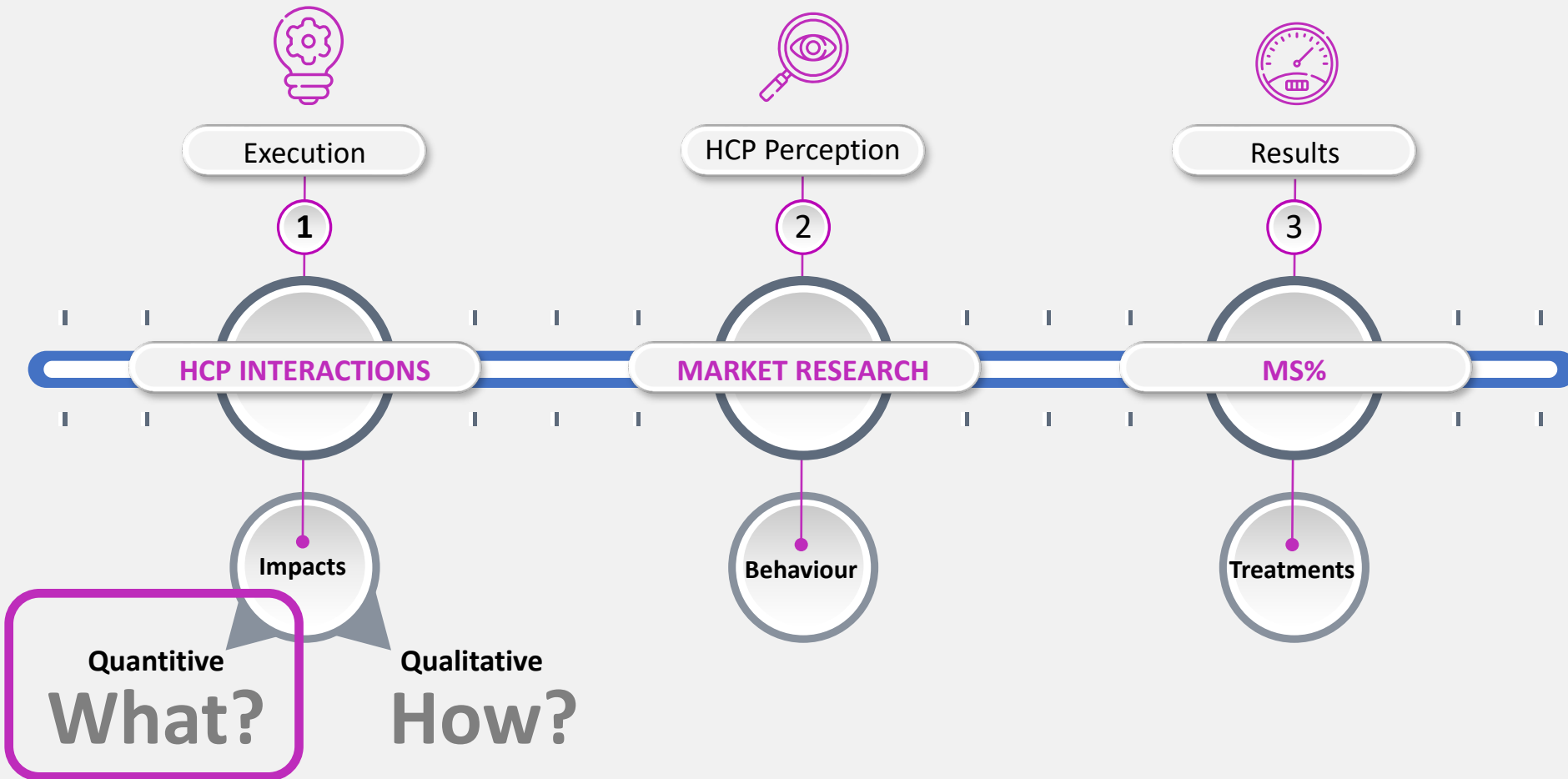
Focus on young – adult people (SEGMENT)



	Sugar Candy (Kg)	Smint (Kg)
Retail Price	10€	60€
Cost	1€	10€
Margin	9€	50€

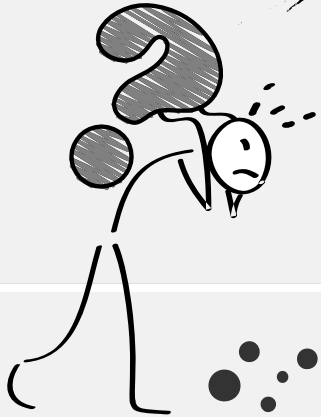
5X

How do we make Business in Pharma?



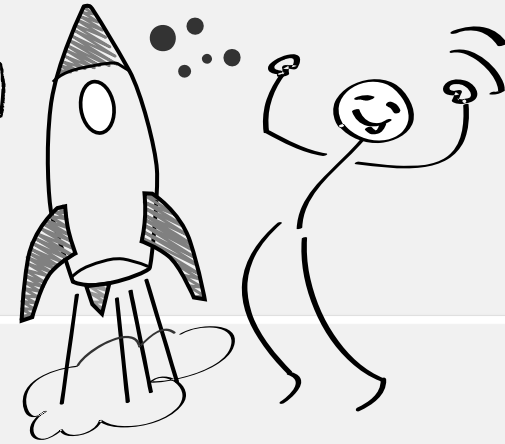
What is the Problem & the Solution?

PROBLEM



- ROI / digital activities

SOLUTION



- ROI = Return Of **Impacts**
- WIW model



WIW: What Is Worth Model

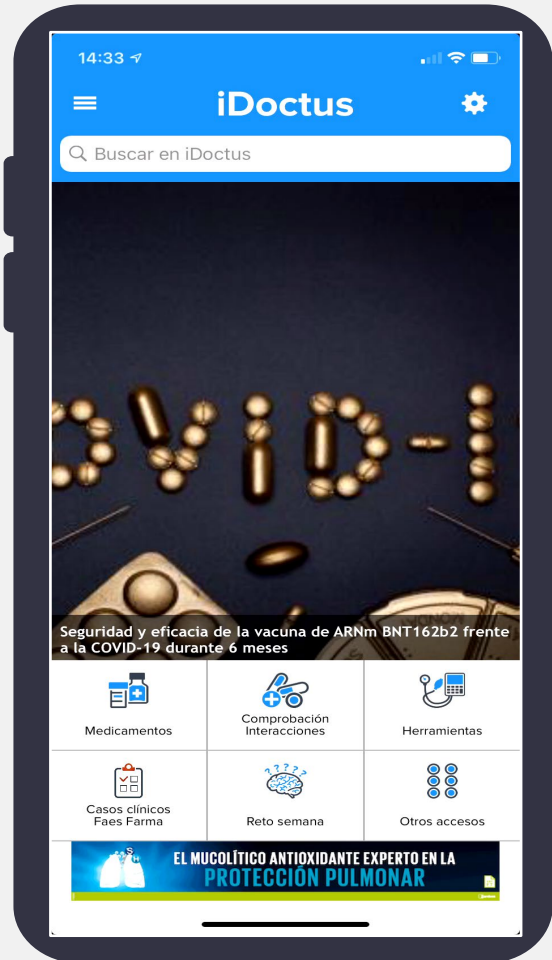


TYPE OF INTERACTION	INVESTMENT IN 1 UNIT €	IMPACT VALUE EQUIVALENCE	RETURN ON IMPACTS OF 100€
Interaction	Investment	WIW	ROI (100€)
F2F interaction	60	1	1.7
Speaker Meetings	300	2.5	0.8
Open email (Sales Rep)	6	0.25	4.2
Open email (3 rd party) SP	5	0.1	2
Open email (3 rd party) GP	0.6	0.1	16.7
Banner Impression	0.15	0.01	6.7

Important: Be sure to think if you are making depth / breadth

Example 1: Search Marketing Strategy

Leveraging HCP's DILO touchpoint's when they look for information



Interaction	Units	WIW	Equivalent Impacts
Banner Impression	120.000	0.01	1.200
Clicks	10.000	0.2	2.000
Total	130.000	0.03	3.200

$$3.200 \times 60\text{€ (F2F Visit)} = 192.000\text{€}$$

Example 2: Using Trackable URL's

To make different URL's to different channels to the same activity to analyze efficiency

Speaker Meeting Event



Channel	HCP's registration		HCP's Attendance		Success Ratio
	N	%	N	%	%
Sales Rep	130	20%	38	16%	29%
GP's National Society	150	24%	77	32%	51%
Email (3 rd Party vendor)	350	56%	127	52%	36%
Overall	690		242		35%

Interaction	Units	WIW	Equivalent Impacts
Speaker Meetings	242	2.5	605

$$605 \times 60\text{€ (F2F Visit)} = 36.300\text{€}$$

Take home messages

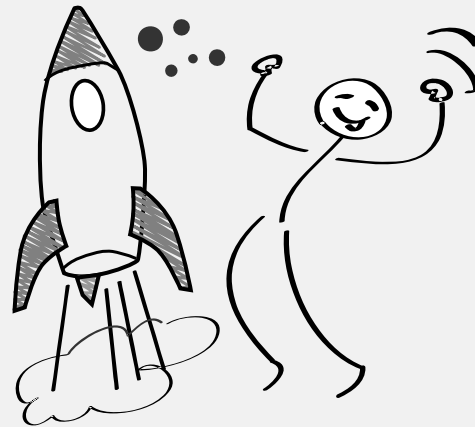
PROBLEM



ROI

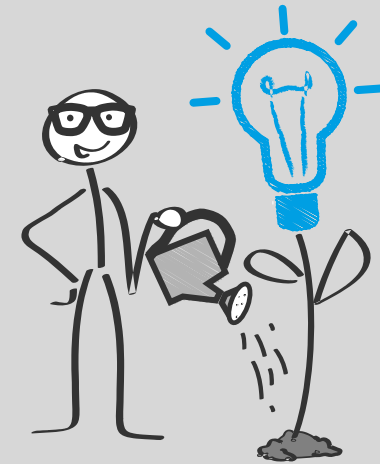
- Return of Impacts

SOLUTION



- Create your Own WIW

MANTRA



DOING BASICS EXTRAORDINARY

- Starting from the beginning



Juan Carlos **JC** Portasany
Associate Marketing Director

