



# Dynamic Targeting: The Key to Superior Customer Engagement and Improved Brand Reach



DECEMBER 14, 2023



01:00 PM ET

## Presenters



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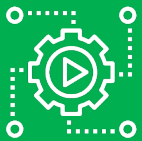
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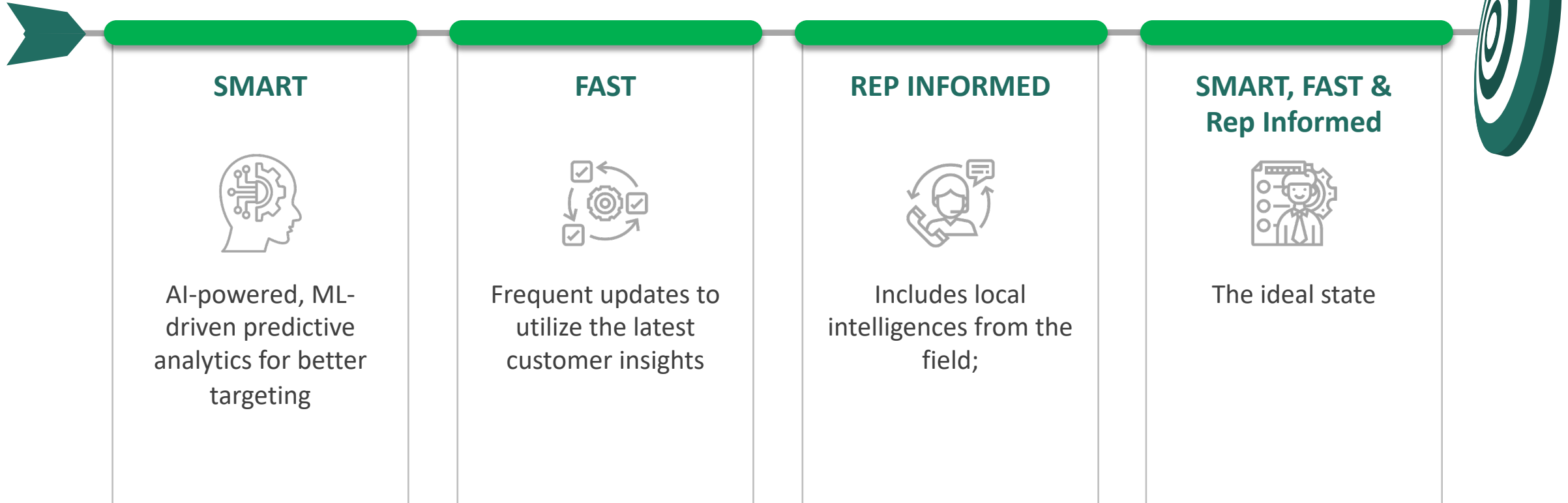
# This topic has a naming problem

## Pros and cons for different names that we encounter for this topic








	Pros	Cons
<b>'Dynamic Targeting'</b> 	<ul style="list-style-type: none"><li>✓ Broad applicability – all channels need target audience</li></ul>	<ul style="list-style-type: none"><li>✗ “A target customer is a target customer – I don’t want that list to change all the time” – brand marketer</li></ul>
<b>'Dynamic Call Plans'</b> <b>'Dynamic Activity Plans'</b> 	<ul style="list-style-type: none"><li>✓ Very clear what it means</li></ul>	<ul style="list-style-type: none"><li>✗ Only for sales teams, and some teams don’t have formal call plans</li></ul>
<b>'Dynamic Segmentation'</b> 	<ul style="list-style-type: none"><li>✓ Broader – can have target segments, behavioral etc.</li></ul>	<ul style="list-style-type: none"><li>✗ Preconceived notions among Adv. Analytics and Dig. Mktg. that dynamic means quarterly or at most monthly.</li></ul>

# “Dynamic” Call Planning ideal state

## WHAT DOES “DYNAMIC” MEAN?

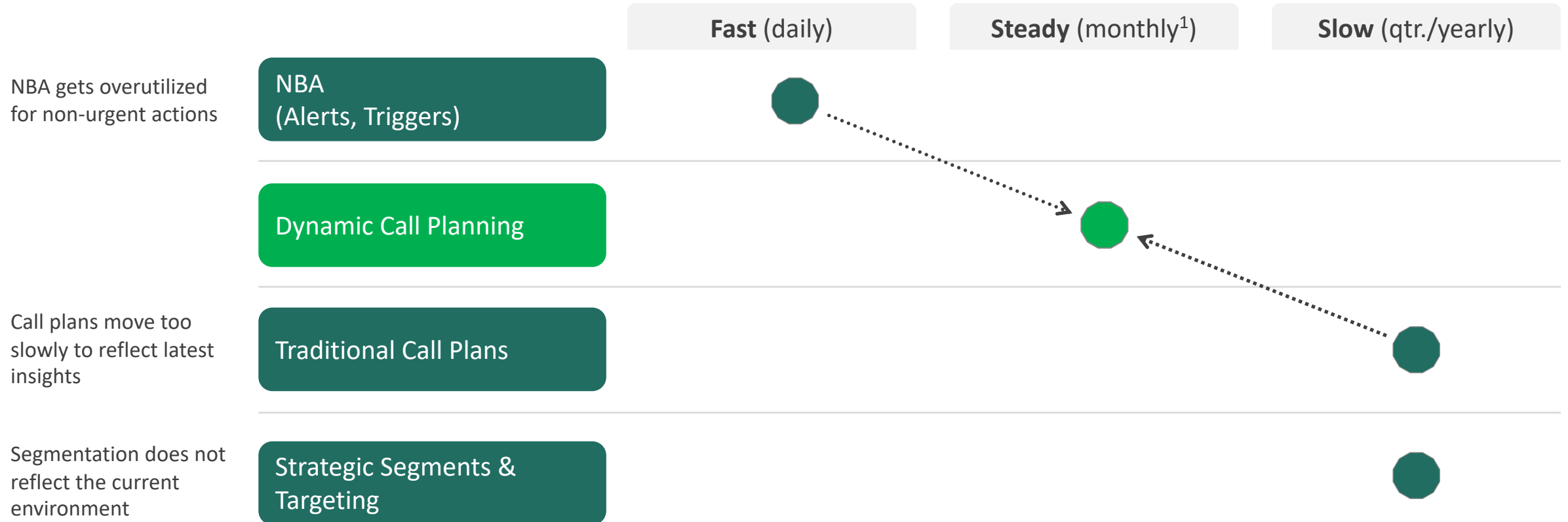


# Matching Call Planning approaches to selling environments

				
Selling Environment	Patient-Hunting	B2B	Dynamic	Mature & Stable
<b>Example</b> 	Oncology launch	Bill & Buy for a complex treatment	Growth brand with new indications	Older blockbuster in retail
<b>Call planning objective</b> 	Find doctors with eligible patients	Account selling	Balance Share of Voice with faster insights	Share of Voice
<b>Call planning approach</b> 	No call plan: KOL list, patient triggers	Account plans	Dynamic Targeting / Dynamic Call Plans	Traditional call plans

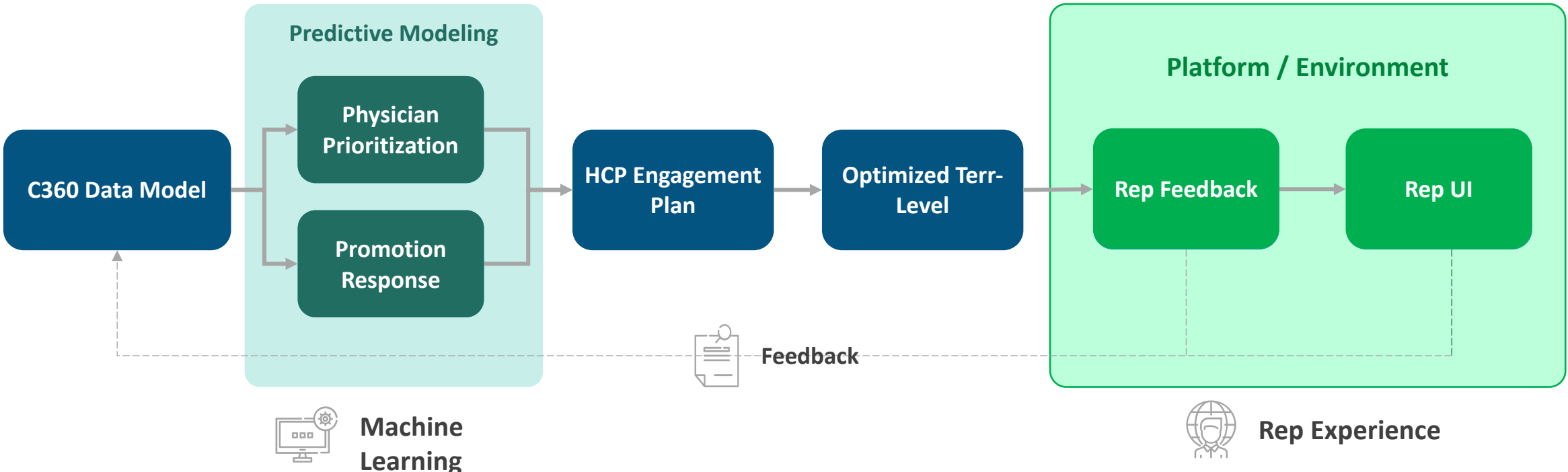
# Dynamic Call planning addresses needs between the urgent actions and slower strategic targeting

## Targeting paradigm vs. speed of insights



Note 1: In some instances, a fortnightly cadence is preferred (vs. monthly).

# Success in Dynamic Call Planning requires both ML algorithms and a great rep experience

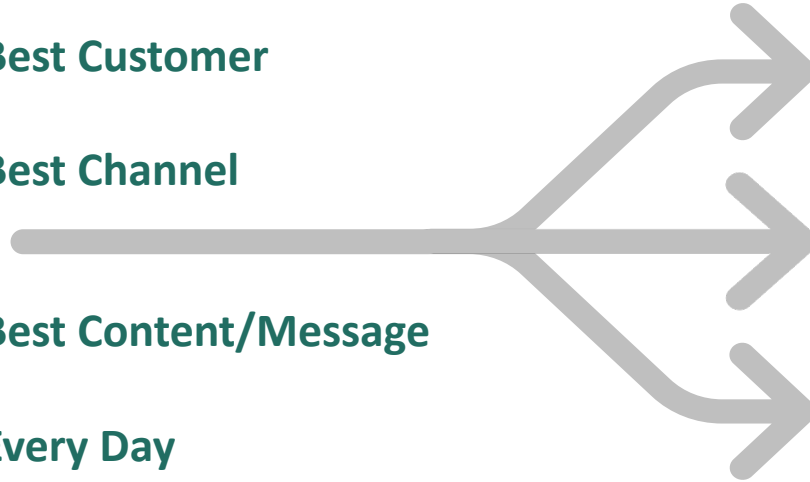


# What we are trying to achieve


## Orchestration Algorithms



- ▶ Best Customer
- ▶ Best Channel
- ▶ Best Content/Message
- ▶ Every Day



# Lessons learned



<p><b>One size</b> doesn't fit all</p>	<p>Not just about <b>algorithms</b></p>	<p>Preference for <b>simplicity</b></p>
<p>Senior <b>sponsorship &amp; understanding</b></p>	<p>Ensure <b>transparency</b>; avoid black boxes</p>	<p>Consistent with <b>brand strategy</b></p>
<p>Constrained by <b>guardrails &amp; business rules</b></p>	<p><b>Guide &amp; recommend</b> vs. dictate</p>	<p><b>Rep</b> – an indispensable partner</p>





# Thank you

## ABOUT AXTRIA

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Do you have a question for us?

