



Is your show presence attracting and engaging the right healthcare professionals at important healthcare events?

Can you immediately leverage acquired registration and specific attendee info by turning it into valuable relationship marketing data?

Does your system measure performance of various event-based tactics and present actionable results immediately?

## CASE STUDY: 16,000 Physician Event

GEL Interactive Technologies Immerse Exhibit platform was used to deliver a dynamic event-based marketing program that drew high numbers of healthcare professionals. The digital booth experience included:

- Lead Registration/Opt-in
- Electronic detail aid
- Physician segmentation
- Target list recognition
- Interactive brand quiz
- Precision Detailing™ redemption
- Custom patient education
- Follow-up email campaign
- Microsite fulfillment
- A "Cyber Café"

GEL Interactive Technologies' logistics team, along with the client's exhibit partners, planned, coordinated, and deployed over 40 interactive stations placed throughout the exhibit.

Our platform was used to power an interactive exhibit experience that revealed key gaps in specific brand core messaging to physicians by:

- Segmenting users based on practice habits and interest
- Challenging attendees on their existing knowledge of the therapeutic area and the brand
- Preparing customizable patient education materials personalized with the professional's practice and contact information
- Presenting brand information to professionals (based on their profile) at each station throughout the booth
- Controlling distribution of valuable premium items (limiting one to a professional)

## PROVEN RESULTS:

Key metrics were revealed LIVE in the exhibit. Highlights are as follows:

- 3,887 registrations in the exhibit, (represented roughly 24.3% of overall show attendance)
- 8:05 minutes of proven/targeted interaction time (set the record for the longest of any branded exhibit in the client's convention history)
- 3,360 users participated in the Brand Challenge = 3,360 attendees precision-detailed with segment specific messaging

As users concluded their experience in the exhibit, their data was leveraged to continue to support overall brand marketing goals.

Each registered user was segmented into an e-mail-based relationship marketing program that extended the professionals' experience with the brand long after the event.

## YOUR CUSTOMERS ARE WAITING FOR YOU:

Establish a real-time presence at the point where pharmaceutical business and interactive technologies meet.

Your customers are already there, and your presence will affect and influence every area of your brand's growth and management.

From increasing the effectiveness of your messages at influential communication points, to providing your brand teams with real time data and analytics, to increasing your ability to align with key brand advocates: GEL Interactive Technologies solutions enable brand teams and key stakeholders to better collaborate and coordinate support for the brand and brand initiatives.

As a leader in interactive pharmaceutical solutions, GEL Interactive Technologies, a division of the Cadient Group interactive marketing network for the healthcare industry, is dedicated to providing the software solutions that allow you to better understand your customers, so that you can better interact with your customers.

