

KPI & MULTICHANNEL MONITORING

A comprehensive overview of how and to which extent digital communication initiatives affect the market, and how to maximize the effectiveness of multi-channel activities.



MediPragma is a research based company specialized in the healthcare area, which has offered tailor-made solutions and consultancy to pharmaceutical, cosmetic and diagnostic companies.

Our main goal is to provide our clients with high quality services to help them improve their performance.

We support:

- + Top management to boost profit with customer-oriented strategies;
- + Organizations measuring and optimizing performance as well as the return on investment;
- + Business intelligence to raise market, costumers and brand awareness;
- + Innovators in creating successful value proposition.



KPI & MULTICHANNEL MONITORING

GOALS



It measures customers' exposure to MultiChannel Marketing and evaluates the effectiveness of different channels according to target, therapeutic area, product and company.

METHODOLOGY

Interview

CATI/CAWI

Standardized questionnaires

Brand Awareness



Engagement

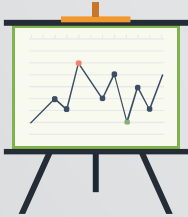
Favorability



Clustering



ANALYSIS



Perception

Appreciation

Exposure

Effectiveness



OUTPUT



Funnel



Digital Mix

Report data

