

Case Study: Life Sciences

Optimizing marketing operations achieves 100% compliance and improves response time

A strategic partnership helped a leading, multinational pharmaceutical company centralize email marketing efforts to comply with the CAN-SPAM Act.

The CAN-SPAM Act requires email to contain an unsubscribe option, which guarantees no further communications are sent. Potential noncompliance penalties, which were levied on a per-email-sent basis, could have cost the company millions of dollars—with fines as high as \$43,000 per violation.

Numerous acquisitions left the company with multiple disconnected email marketing platforms used by seven siloed business units. Because the systems couldn't talk to each other, the company lacked a single source of truth for reporting and opt out compliance. Coupled with disparate systems, manual processes increased response time for email subscription requests, which negatively impacted customer experience.

At a glance

Cognizant delivered a centralized marketing automation platform to help a large pharmaceutical company optimize its email marketing strategy.

Results

- Achieved 100% compliance within 18 weeks
- Established a complete audit trail, with standardized approval process and governance
- Improved response time by 20%, boosting customer satisfaction
- Reduced maintenance and costs by consolidating multiple email marketing platforms into one centralized marketing automation platform

Assess-Plan-Run approach aligns marketing and business units

The company entered into a strategic partnership with Cognizant to identify and implement a marketing technology solution that would enable it to consolidate its email campaign efforts, manage the associated risks and maintain compliance. We proposed an end-to-end “Assess-Plan-Run” approach to gain a comprehensive view of issues, immediately address short-term compliance needs, and bring long-term efficiencies and scalability into the company’s marketing operations.

We identified the processes and platforms used during the initial Assess phase to pinpoint gaps and provided the basis for developing a marketing roadmap. During the Plan phase, we established a vendor evaluation process, identified business use cases, and helped the company envision future marketing processes and a new campaign operating model. Adobe Marketo was selected for its ability to consolidate lead data and integrate with existing CRM and field marketing systems.

After implementing the centralized marketing automation platform, we began the Run phase which entailed designing and executing campaign management. A marketing operations playbook clearly defined the workflow, from request through execution and governance, ensuring campaign

and data structures were consistent within the platform. While deploying the campaigns, Cognizant developed a training guide to allow the company to seamlessly transition campaign management to its marketing operations team.

20% faster response time improves customer satisfaction

The centralized platform standardized processes and provided a complete audit trail, which enabled the company to achieve 100% compliance by the end of the 18-week engagement. Consolidating lead data and campaigns provided reporting and insights into campaign effectiveness. And with a consistent campaign program structure, deployment strategies and governance model across seven business units, the resulting 20% faster response time which improved customer satisfaction. The new program also helped align stakeholders to marketing efforts and provide an enterprise-wide picture of the return on investment.

For more information, go to www.cognizant.com/digital-marketing-operations.

About Cognizant’s Marketing Operations Practice

Cognizant’s Marketing Operations Practice has the expertise and industrialized intimacy to partner with marketing organizations to drive down cost, improve agility, automate repeatable functions and deliver more with less. We create meaningful experiences by blending audiences, content (including creation, production and management), channels/campaigns, performance/data and technology. Our offerings help business and technical marketing executives with their Marketing Operating Model, MarTech Value Realization, Marketing Organization Partnerships, Marketing Campaign Services and Personalization Strategy. For more information, please visit www.cognizant.com/digital-marketing-operations.

About Cognizant

Cognizant (Nasdaq-100: CTSI) is one of the world’s leading professional services companies, transforming clients’ business, operating and technology models for the digital era. Our unique industry-based, consultative approach helps clients envision, build and run more innovative and efficient businesses. Headquartered in the U.S., Cognizant is ranked 194 on the Fortune 500 and is consistently listed among the most admired companies in the world. Learn how Cognizant helps clients lead with digital at www.cognizant.com or follow us [@Cognizant](https://twitter.com/Cognizant).



World Headquarters

500 Frank W. Burr Blvd.
Teaneck, NJ 07666 USA
Phone: +1 201 801 0233
Fax: +1 201 801 0243
Toll Free: +1 888 937 3277

European Headquarters

1 Kingdom Street
Paddington Central
London W2 6BD England
Phone: +44 (0) 20 7297 7600
Fax: +44 (0) 20 7121 0102

India Operations Headquarters

#5/535 Old Mahabalipuram Road
Okkiyam Pettai, Thoraiykkam
Chennai, 600 096 India
Phone: +91 (0) 44 4209 6000
Fax: +91 (0) 44 4209 6060

APAC Headquarters

1 Changi Business Park Crescent,
Plaza 8@CBP # 07-04/05/06,
Tower A, Singapore 486025
Phone: + 65 6812 4051
Fax: + 65 6324 4051