

IMS Appature

Optimize promotional spend and marketing strategies to drive more effective engagements

Customers will always be at the center of everything companies do, but with the explosion of social networking and technology, companies have to increase their non-personal interactions with innovative channels. Coordinating all these channels can be challenging, as a result marketers need the proper tools and capabilities to be able to provide that personalized and positive customer experience.

INSIGHT-DRIVEN FOR MEASURABLE PERFORMANCE

IMS Appature is a cloud-based software platform that enables marketers to easily mine data, design and execute sophisticated and interactive campaigns across multiple channels, and get actionable insights in order to grow market share and create deeper customer relationships. The platform consists of three modules, integrates multiple data sources into one database, provides a platform to manage and launch multi-channel campaigns, and has a built-in analytics tool to make the customer information actionable.

MARKETING DATABASE: Consolidates all the data silos (syndicated data, internal data, sales force activity, etc.) across the enterprise before cleansing, normalizing, and deduping the information across every customer touch point, for a complete picture in real-time.

CAMPAIGN MANAGEMENT: Allows marketers to send highly targeted multi-channel marketing campaigns, manage all web properties, monitor social media, and conduct market research from a desktop. Easily segments the audience based on their interaction with campaigns in order to provide more personalized, relevant content.

ANALYTICS: Provides real-time analytics of campaign data to understand which segments respond best, how well programs are working, and to fine-tune for even better results.



Access your data. Coordinate the customer experience. Optimize your campaigns. Get more out of every marketing program.

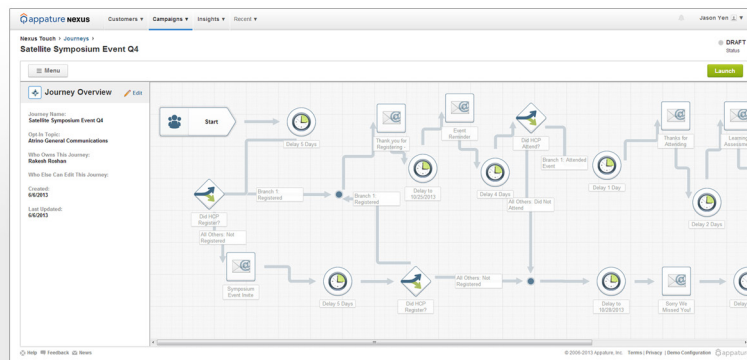
Contact your **IMS Brogan Representative** or visit www.appature.com for additional information.

TRANSFORMING THE WAY CLIENTS PLAN AND EXECUTE THEIR PROGRAMS

IMS Appature provides a more comprehensive and integrated marketing platform well beyond traditional marketing automation tools, and it is designed exclusively for the healthcare industry. It enables the new model of insight-driven marketing by:

- Integrating customer experience across all vendors and channels based on a 360° view of your customer data
- Automating campaigns to drive ongoing relationships
- Enabling you to optimize campaigns while in market to improve ROI
- Giving you control of your data and campaign quality assurance
- Streamlining delivery to reduce costs and increase speed to market
- Providing visibility to all stakeholders based on their specific needs

With the **Journeys** interface, you can create personalized customer experiences that target specific audience segments, and automatically follow up with individual customers based on their behavior. Journeys reduces the time required to set up and deploy campaigns, and allows you to easily modify campaigns that are already in-flight, both of which help your organization be more agile and responsive to market demands. The outcome of each activity feeds back into the analytics module.



IMS Appature's intrinsic value is to bring customer engagement to the next level through personalized campaigns while lower marketing spend and increasing return on investment.

- Deliver an integrated HCP experience by coordinating marketing channels with the sales force
- Launch multi-channel marketing campaigns to reach customers you are currently not connecting with due to limited sales force
- Improve the customer experience across all channels – true multi-channel enablement with built-in email, SMS, and survey engines
- Match marketing spend proportionate to the channels which offer the best return on investment

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