

CASE STUDY

Driving Qualified HCP Engagement

Through DocNex's Digital Healthcare Platform

THERAPY FOCUS



Cardiology



Orthopedics



Diabetes Care



4 Lakh+

Total Reach



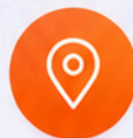
6,780

Verified
HCP Leads



2,035

Qualified
HCP Engagements



12

Priority
Cities



5.4x

Return on
Marketing Investment

A 12-WEEK DIGITAL CAMPAIGN

Driving meaningful engagement and qualified interest among healthcare professionals across high-priority therapy areas.



Targeted

Reach the right doctors across specialties and locations



Engaged

Delivered relevant therapy content that drives interest



Qualified

Verified and validated leads for meaningful interactions



Measurable

Performance-driven campaign with clear ROI



CHALLENGE & SOLUTION OVERVIEW

BUSINESS CHALLENGE

Key barriers the brand needed to overcome



High Competition

Intense competition across high-priority therapy areas



Low Digital Visibility

Limited visibility among relevant HCPs



Poor Intent Identification

Difficulty identifying doctors with active interest



Low Attribution

Low attribution from traditional promotional activities



Need for Scalable & Compliant Model

Need for a scalable, compliant and measurable approach

DOCNEX SOLUTION

Our 4-step approach to drive qualified HCP engagement

01



TARGET

Identify & reach the right HCPs across specialties, therapies & locations

02



EDUCATE

Deliver relevant, therapy-focused content that builds interest

03



CAPTURE

Simplified interest capture journey with optimized landing pages

04



QUALIFY

Verify, validate & score leads to ensure high-quality engagement



Verified
HCP Network



Compliance
First



Measurable
Impact

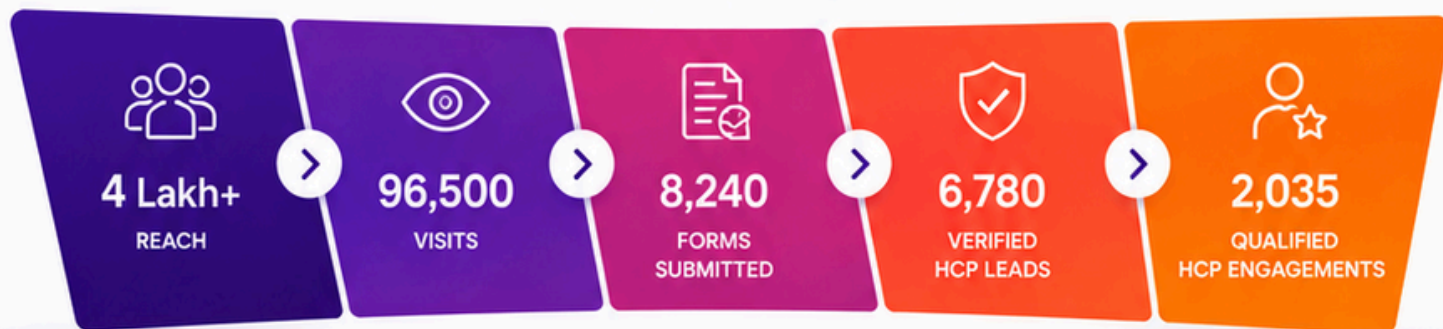


THE DOCNEX HCP ENGAGEMENT ENGINE

• Data. Content. Channels. Conversion. •



FROM REACH TO QUALIFIED ENGAGEMENT



PRECISE TARGETING

Right doctors.
Right time.



RELEVANT CONTENT

Therapy-focused
engagement.



MULTI-CHANNEL REACH

Maximize visibility.
Drive action.



VERIFIED & QUALIFIED

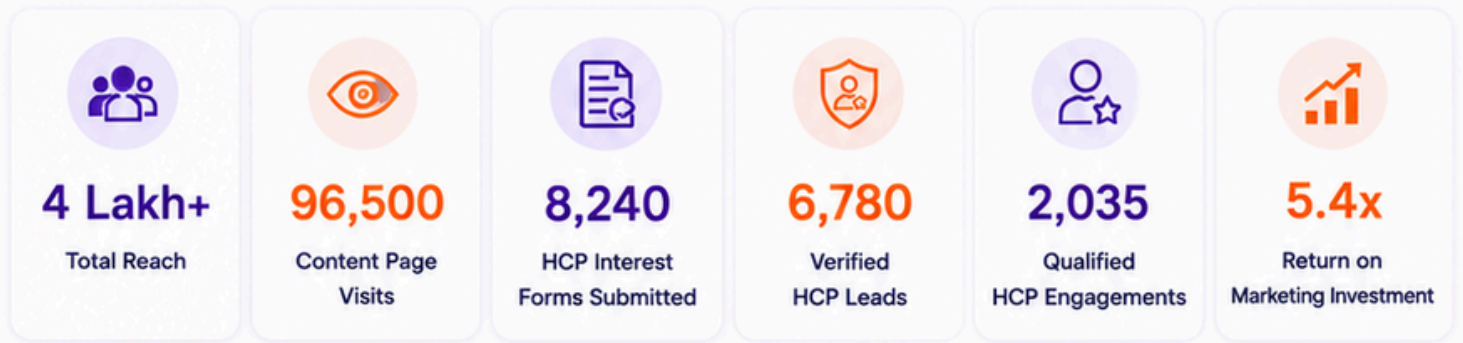
High-quality leads.
Better outcomes.



MEASURABLE IMPACT

Real-time insights.
Proven results.

CAMPAIGN PERFORMANCE DASHBOARD



PERFORMANCE FUNNEL



TOP 12 CITIES COVERED



THERAPY FOCUS



BUSINESS IMPACT

Delivering measurable impact that drives growth



Stronger HCP Reach



6,780

Verified HCP Leads



High Interest
Therapy Segments



Better Campaign
Attribution



Supports Field Force
& Future Engagement



5.4x
Marketing ROI



CAMPAIGN AT A GLANCE



4 Lakh+
Reach



96,500
Visits



8,240
Forms
Submitted



6,780
Verified
HCP Leads



2,035
Qualified
Engagements



5.4x
Return on
Marketing Investment

**Powering Meaningful
HCP Engagement.
Driving Real Impact.**



Trusted
Network



Compliant
by Design



Measurable
Results

