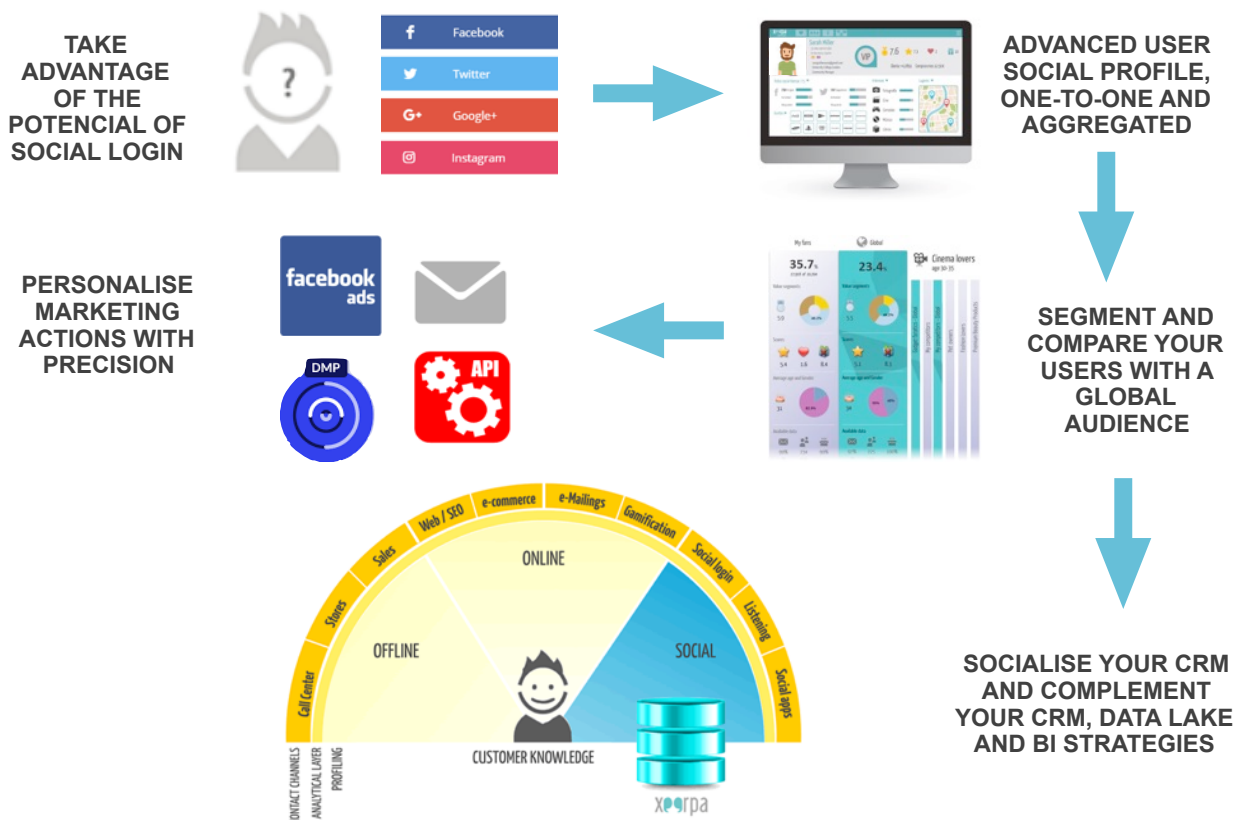


For Pharma companies

Xeerpa is a Big Data SaaS marketing solution that allows brands to explore the social universe of each of their users, customers, prospects, fans and followers, by analysing the information they share across the most popular social media networks such as Facebook, Twitter, LinkedIn, Google+, etc.

Unlike other solutions, Xeerpa creates unique profiles for each user, storing them in a database specifically designed to help Marketing and Analytics teams personalise campaigns, increase their ROI, improving customer experience.



Key Benefits for the Pharma industry:

- ✓ Improve segmentation in your CRM, BI platform and DMP
- ✓ Hyper-segmented emailing campaigns and Facebook Custom Audiences
- ✓ Identify contents, influencers and partners that best fit your audience
- ✓ Identify users who engage with your sponsorships
- ✓ Impact users that have engaged with specific posts or products
- ✓ Track changes in patients' lifestyle through activity in social media

[BOOK A DEMO](#)

Selected clients and success stories in the industry:





Littmann[®]
Stethoscopes

Success story

3M Littmann makes some of the most recognized stethoscopes in the healthcare industry. Their most popular models are built to last and include innovative design features like tunable diaphragm technology, resilient tubing, anatomically correct headsets or nonchill components, making Littmann stethoscopes a trusted leader in innovative auscultation technology.

Engagement and objective

- 3M Littmann engaged Xeerpa to better understand the interests, hobbies and engagement of both health professionals and patients.
- For health professionals, the goal was to identify the industry products and brands they engaged with, which hospitals or companies they worked for, which other doctors or renowned professionals they followed and which publications, forums and communities they visited for information on treatments and related industry news.
- For patients, the goal was to gather a much better understanding of their lifestyles, including food and healthy habits patterns.

Success

- Through a series of campaigns and surveys that implemented social login to facilitate user registration, Xeerpa analysed more than 10,000 profiles of people that participated.
- The first task was to identify patients from professionals, which was successfully done through Xeerpa's analytics and segmentation capabilities.
- The information provided, both at an individual and segment levels enabled 3M Littmann to better understand the brands and products both professionals and patients interacted with in social media, the publications and communities they visited for related information and many interesting insights about their lifestyles and affinity to certain activities, brands and travel.

Interesting findings

- 3M Littmann could also analyse the engagement each professional had towards their own products and brands, identifying Top Influencers and Brand Ambassadors for each of them, thus facilitating further highly segmented campaigns directed to each specific group of users.

[BOOK A DEMO](#)

More information on hello@xeerpa.com and www.xeerpa.com

Because not all leads are created equal