

CDM Optimize Pharma

Advanced Segmentation



Increase the effectiveness of your sales efforts and marketing campaigns through deep yet effortless segmentation

Now you can swiftly deploy highly specialized segmentations of your market through a user-friendly, intuitive interface. Built in Microsoft Dynamics CRM 4.0 as a part of the innovative CDM Optimize Pharma solution, the CDM Advanced Segmentation module allows you to run an objective, uniform and quick segmentation process while still respecting the complexity of your data.

Multidimensional segmentation

Tailored exactly for the needs of the life science companies marketing departments to finely segment their target audiences in relation to their various products, the CDM Advanced Segmentation enables you to deploy multiple segmentations in a highly user-friendly manner. Through the solution you can measure the potential of your individual target clients in relation to your different products and fine-tune your messaging accordingly – increasing the effect of your marketing efforts.

Competent customer knowledge management

An effective and well-organized use of customer data is the foundation for successful selling. The CDM Advanced Segmentation module allows you to compose a highly detailed image of your customer data providing sales reps with an indispensable tool for analyzing the true value of existing and potential clients. Thus an effective structuring of customer knowledge can assist sales reps in targeting those clients with a particularly valuable potential.

The system furthermore supports segmentation of diverse data sources either through the import of quantitative sales data or through a questionnaire-based approach.

Smooth interface and generic design

Thanks to a quick and intuitive interface the management of various segments can be smoothly executed. Moreover the generic design of the segmentation algorithms and interface ensures an industry-wide compatibility allowing an individual customization of the module to support the unique need of your business.

The CDM Advanced Segmentation combines more than 20 years of experience regarding CRM solutions with an innovative approach for an effective segmentation process. The solution offers a complete overview of your customers optimizing the value of each customer interaction significantly in order to boost sales.

Features

- Precisely define your segments through a combination of adoption and potential levels
- Obtain a complete overview of your customers with the Segment Areas function depicting each segment in different colors
- Visualize your segmentations using the ease-to-use graphical presentation tools
- Make the segmentation process transparent for your sales reps through the questionnaire-based capturing of data
- Fully integrated with CDM's life science CRM solution, CDM Optimize Pharma

AstraZeneca

The CDM System manages all our customer segments, telling us who should receive what. For instance, we know a heart surgeon is not too interested in information about products for respiratory diseases.

- Mr. Poul Madsen, Vice President IS/IT, Astra Zeneca Danmark

More information

- Contact a CDM partner in your part of the world via our website www.cdmoptimize.com
- Book a meeting online also at www.cdmoptimize.com
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