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We have helped many organizations improve their marketing operations and results: A communications company increased its below-the-line sales by 200% through predictive modeling and sales optimization. A leading global pharmaceutical company gained a sustainable competitive advantage through a closed loop marketing initiative.

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Multichannel and closed-loop marketing need to come together to drive value, says Capgemini November 6, 2012 Both "multichannel marketing" and "closed loop marketing" have been popular catchphrases in pharma marketing in recent years, with the latter often being blurred together with sales reps' enthusiasm in using interactive tablets during presentations to prescribers.

Closed Loop Marketing (CLM) and Multichannel Marketing (MCM) have emerged as industry responses to these issues. These two approaches are among the most used weapons in pharma's armory for "digital transformation" - reinvention of the business model using new digital technologies.

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The journey to realizing the Multi-Channel Closed Loop Marketing vision is rarely a project. Multi-Channel Closed Loop Marketing is a strategic initiative, a program made up of a number of projects, all inter-dependent and most developing at different speeds and with different sponsorships. Viewed that way, it is a business. The technology exists for all this to happen today, but it may take some years before the industry can make the paradigm shift to total CLM. Closing the Loop on Pharma Marketing "The pharmaceutical industry is significantly behind other industries in creating true closed loop marketing."

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