



**PHARMA
MARKETING**

TRUTH BOMBS

**There are
2 types of vital
marketing data
and not just 1!**

Sending questionnaires and gathering basic details from your HCPs is not enough. You will only get very limited info on their preferences.

You need actionable data!

That's why understanding the difference between implicit and explicit data is important



Explicit data

Data that has been shared directly with you

There's no guesswork here. The physician has shared a piece of info directly with your company and you can use it to market to him



Explicit data

Characteristics

Voluntarily and directly shared with you

Doesn't require analysis to understand what it means

Available as raw data that can easily be compared



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phamax
Digital

Explicit data

Collection

■ Face-to-face encounters

■ Virtual encounters

■ Questionnaires



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phamax
Digital

Explicit data

Use case

Explicit data allows you to instantly use that data to take action. You can use it to create content that physicians indicate they are interested in or sign them up for email campaigns, for example



Explicit data

Example

You send a survey to HCPs. They can tick a box to indicate they agree to receive emails from you

This is explicit data. It tells you that these HCPs like to communicate via email and you can use their email address to contact them

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Implicit data

Data that you infer from your audience's behaviour

The data is not provided directly by your audience. Unlike explicit data, there's an element of guesswork and analysis to find the real meaning of the data



Implicit data

Characteristics

Received by analysing
behaviour and engagement

Obtained by interpreting
explicit data

Requires gathering vast
amounts of generalised data



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phamax
Digital

Explicit data

Collection

Physical engagement

Virtual engagement

Social behaviour



NEXT 

phamax 
Digital

Explicit data

Use case

Implicit data can be used to build a more detailed profile of physicians, which can then go towards optimising and fine-tuning marketing campaigns

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Explicit data

Example

a) A HCP always clicks on the webinars shared in your emails

b) Another HCP signed up for several webinars in the past

In both cases, the physician doesn't tell you that they like webinars, but it's implied in their actions!

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That's a wrap!



Our Digital Wingmen work as your extended team to lead your pharma organisation to excellence

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