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### **Our Guest**

**Danielle Jamil**, Manager of CRM Programs, **Siren Interactive**

Right On Interactive developed this podcast series as an exclusive forum for marketing executives within the industry to share their innovative interactive marketing communications campaigns. The following is the written transcript of this episode.

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From Right On Interactive, this is The Marketing Spotlight – a look at how marketing leaders are producing meaningful business results through innovative marketing communications.

**Narrator:** This week in the marketing spotlight.

**Danielle Jamil:** My name is Danielle Jamil. I'm the manager of CRM programs at Siren Interactive. I'm responsible for all strategy and execution for CRM, or what we call Continuous Relationship Marketing programs for our clients.

**Narrator:** Siren Interactive is a relationship marketing agency based in Chicago. Their clients range from large pharmaceutical organizations to non-profit organizations.

**DJ:** We are focused on chronic rare diseases. We really get to know and understand the behaviors of patients and physicians that are dealing with chronic rare diseases. Because of this expertise, we can really new patient starts and life-long adherence to therapies for our clients or their patients.

**Narrator:** For marketers in this industry, governmental regulations add a layer of complexity.

**DJ:** The FDA regulates every promotional communication that goes out from a pharmaceutical organization. Every communication has to be approved, both from a legal and a regulatory standpoint, so we have to help manage any communication that goes out to the database, making sure that it complies with all standards.

**Narrator:** Siren plays a critical role in this process.

**DJ:** We help our clients in managing the workflow and the development of the communications, making sure that the messages are on point with FDA regulations, as well as achieving the goals that they have set for their campaigns. We also make sure from a privacy point of view, I mean, we are all patients and everybody is fairly familiar with HIPAA, so we want to make sure that our information is kept sacred, it is kept apart from direct marketing. We are kind of that intermediary between the patient and the pharmaceutical marketing organization.

**Narrator:** As critical as regulatory compliance is, keeping things private and sending out only approved messages is only half the measure of success.

**DJ:** The other thing that we really are concerned with measuring is: Are we achieving the goals of each campaign. Are we helping serve the patients through communicating about the support programs, and the therapies, and the product enhancements that are going out, as well as getting information to the pharmaceutical company to learn more so that they can produce future content?

**Narrator:** Managing something this complex is not without its difficulties. The first major challenge is...



**DJ:** Managing the process. There are a lot of moving parts. We work both with the company, our client, as well as other agencies that they have contracted. So we are coordinating efforts across direct mail, email, online, making sure that they all work together and that the message is consistent from all areas as well as, like I said, it complies from a regulatory standpoint.

Another challenge is controlling the patient experience; making sure that the people that we are talking to are getting consistent messages, as well as in a controlled way they are getting what they want when they want it and it is something that is relevant to them and important to them.

**Narrator:** Siren Interactive is deploying a number of marketing communications campaigns across its client base. One in particular is interesting because of its audience segmentation and its use of multiple communication channels. In this instance, a pharmaceutical client wanted to communicate an enhancement to one of their therapies.

**DJ:** There was a sub-segment of the audience based on age that really, really was affected directly by this product enhancement. It was something they would really care about. It would make their therapy experience better. So, what we did was look at the database and identified those patients in the database who met those criteria, and we sent out the campaign basically in two waves. One was a very targeted message promoting how it would directly affect them, this product enhancement, and then we also had a general product announcement that went out to everyone whether we knew their age or not, but everyone who fell outside of that age segment.

**Narrator:** The success of this direct mail campaign was measured both by the response rate and the additional data collected.

**DJ:** In the campaign, there was a response device that patients could fill out to receive an incentive, and we measured responses; how many people filled it out as well as how they answered the questions on that response device, targeting if they had identified, if they had already talked to someone about that product enhancement, if it was relevant to them and if they were interested in finding out more. We counted the responses that came back via – this was a direct mail campaign, so the responses that are coming back via direct mail. There is a second wave that is planned to be going out that is via email with the same criteria and the same setup, so we're looking forward to that campaign.

**Narrator:** Matching well-targeted audience segments with relevant communications is a proven method to increase engagement and conversion rates. This campaign is no exception.

**DJ:** This one was a fantastic representative of segmentation and how it can work. Delivering relevant content to the users that care about it, it really resonated. The response rate, the number of cards that we received back from that sub-segmented group that was very targeted, they responded twice as often as the general population. We had a six percent response rate on the general message where it was over 13 percent for the targeted message.



**Narrator:** Behind the scenes powering these audience segmentations is the marketing automation platform from Right On Interactive. Response data from both the email and direct mail channels help Siren Interactive continuously improve targeting for their client.

**DJ:** We can just track responses immediately back. We don't have to pull reports and transfer data from one place to another. It's immediate response when an email goes out from the database, if somebody opens it, clicks on it, that behavior is written right back into the database, so we don't have to do anything.

And we've also set up feeds from the print side, which is what I really like about it. We set up automated feeds from our mail vendor, our fulfillment house vendor where they're inputting the data from the physical response cards that come back in, they input the data on their end and then that's set up to go into a feed into our database automatically. So, it's not as instant as the web, but print never is, but we can have that almost instant response capturing on our database.

**Narrator:** As successful as the first wave of this campaign was, Siren Interactive analyzed the process and made a few improvements for the second wave.

**DJ:** We would coordinate it a little bit more smoothly on the front end, thinking through the fulfillment item all the way through to the back end. Whereas the campaign and the message and the segmenting on the front end was fantastic, making sure that we are thinking through on the back end the fulfillment of that incentive item and all the pieces were in place, making sure they were in place before we started. Certainly now with the second wave of this with the email campaign going out, we have those pieces in place so I anticipate a fantastic lift in responses there.

And the other thing we're doing with the second campaign is we are suppressing people who already responded to the first wave out of it to control that customer experience, so they're only receiving that one communication and not being over-inundated with more messages.

**Narrator:** This initiative is already shaping the future, and it underscores a critical point about targeting the right messages to the right people:

**DJ:** Data is everything! The more we know about the people that we are talking to, the better we can communicate with them. What this has done is shown us is that we want to collect more information about our users, and what we want to learn about our users. We are doing very targeted response devices asking very targeted questions to learn more about them, having them tell us their interests, what they want to learn about, as well as information about them that impacts therapy choices like their age, for example. That impacts the type of therapy they may be on. So, making sure we are collecting the information and then looking at the responses and using that information to drive future content development and future campaign development. The more learning that we have and the more analysis that we are doing we are going to be able to look at past behavior to drive future results from



communications, deepening relationships with the client, building loyalty from the patient’s point of view. They understand and they care about what the client has to say simply because they trust them. They are not over-inundating them with messaging, we’re controlling the flow of communications, and making sure it is getting to the people who want it and being what they want to learn about.

**Narrator:** The Marketing Spotlight is a production of Right On Interactive. Information about our customer lifecycle marketing automation software, as well as our latest whitepapers, podcasts, and other resources are available at [www.rightoninteractive.com](http://www.rightoninteractive.com).

## About Right On Interactive

Right On Interactive (ROI) is a [customer lifecycle marketing automation software](http://www.rightoninteractive.com) provider that transforms the way marketers nurture business relationships – from initial contact to brand advocacy. The ROI “software-as-a-service” (SaaS) solution helps companies win and retain more customers, optimize marketing effectiveness, and maximize the lifetime value of customers. ROI serves more than 300 customers, including Carrier, Marsh Supermarkets, Wild Birds Unlimited, Compendium, TeaLeaf Technology, and LightBound. For more information, visit [www.rightoninteractive.com](http://www.rightoninteractive.com).

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