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Doceree streamlines physician marketing with new solution

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Launches Indiaâ??s 1st Integrated Programmatic Email Adserving Solution for Physicians

Doceree, the 1st global network of physician-only platforms for programmatic marketing has recently launched India's 1st Integrated Programmatic Email Ad-serving solution for Physicians, a product that brings in huge credibility in email marketing and promises to significantly enhance the performance of email campaigns.

With the launch of Doceree Direct™, the company, which is the World's Largest Programmatic Physician Engagement Platform, has expanded its product offering in India. Physician marketing in the country is scattered and the announcement of programmatic email ad serving solution is yet another attempt by Doceree to streamline the landscape.

World over, email marketing is a preferred mode of business communication with 73% of marketers choosing it to engage with their audience on a daily basis. But majority of the emails are not even opened once.

The company while analyzing the reasons for low output of email marketing efforts of Pharma brands surmised that credibility of the sender plays an important role in the opening rates and effectiveness of any emailer campaign.

Doceree Direct™ will not only ensure that messages sent by Rx drug brands are delivered into the inbox of Physicians, it will also help build an all-new source of revenue generation for doctor-only platforms.

The company had launched its India operations in March 2020.