

Doceree unveils AI based dashboard to bring transparency in pharma marketing

03 November 2020 | News

90% pharma marketers say non-transparency a major bottleneck in digital adoption



As per a recent survey conducted by Doceree, the first global network of physician-only platforms for programmatic marketing based in New Jersey, about 90% of pharmaceutical marketers are of the view that non-transparency of 'doctor reach and results' is a major bottleneck in the adoption of digital in Rx drug marketing.

It is a well-known fact that the Pharmaceutical sector lags far behind on digital adoption compared to consumer brands which have witnessed tremendous growth adopting digital marketing technologies.

The startup Doceree conducted the survey with 500 Pharmaceutical marketers of top Rx drug companies, including Abbott, Pfizer, Cipla, GSK and Novartis, to understand how big a stumbling block non-transparency was in digital adoption among Pharma marketers.

To fix the persisting issue and nurture trust among Pharma marketers and build the category, Doceree has introduced an AI-enabled dashboard that ensures its clients – pharma brands and media agencies – get reports and updates about their campaigns in real-time.

At a time when digital is gaining a strong foothold, Doceree is striving to create an ecosystem that establishes trust among Pharma marketers and help them unlock the true potential of digital medium.

"Rx drug brands spend a lot while marketing on generic digital platforms. However there is no visibility of progress of digital campaigns, thus defeating the very purpose of using a digital medium. They spend monies on the digital medium to reach out to Physicians, but are not very sure about the genuineness of results. For Pharma marketers who are already sceptical about using digital mediums, the situation has only compounded further and led to trust issues. Our AI-enabled dashboard will provide complete transparency, control and the ability to optimise for better efficiencies. A lot of brands are already channelling all their digital marketing spends through Doceree now," said Dr. Harshit Jain, Founder & CEO, Doceree.