

## Doceree launches opti-channel marketing for pharma sector

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**The company's revamped platform will provide increased transparency to pharma brands**



Doceree has launched opti-channel marketing for the pharmaceutical sector. Pharma brands can now showcase a single message to physicians on multi-channel – display email and SMS, pronouncing greatly the impact of digital messaging campaigns.

Additionally, the company's revamped platform will provide increased transparency to pharma brands that are facing a herculean challenge in having a genuine and transparent view on the performance of their campaigns being run on individual digital sites. The real-time dashboard provides marketers valuable insights on channel performance that they can use to make informed decisions.

Doceree' enhanced platform features provide pharma brands with a holistic view of a healthcare provider's journey, giving a transparent and in-depth view of campaign metrics from a physician engagement level. The company aims to improve the overall business outcomes of pharma brands on digital with its latest opti-channel marketing approach.

"We have moved beyond that stage to address peculiar issues that are crippling the penetration of digital in the industry. Our product aims to establish while allowing pharma brands to have complete transparency on digital messaging campaigns," said Dr Harshit Jain, Founder and Global CEO, Doceree.