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Doceree introduces AI-powered tool to revolutionise analytics in pharma marketing

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The innovative solution empowers pharma marketers with single-step campaign analytics for smarter data-driven decision



New Delhi-based startup Doceree has unveiled its groundbreaking new offering – *Insights*. Inspired by tools like ChatGPT, this innovative solution is set to transform the way pharma marketers access and interpret data.

As the latest addition to the suite of AI-powered tools on the platform, *Insights* will empower healthcare marketers with a game-changing approach to analytics, making it easier than ever to unravel crucial business insights from marketing campaigns.

In an industry marked by evolving trends and ever-increasing demands, pharma marketers face the challenge of understanding their campaign performance and making data-driven decisions. They often know the business questions they need answered, but don't always know what data and analytics will help them find those answers.

To address this need, Doceree developed *Insights* to simplify the analytics process with on-demand access to vital information quickly and effortlessly. With *Insights*, pharma marketers can explore *all* their campaign data by simply posing campaign related questions directly to the platform and receive data-driven answers in the form of interactive, exportable data visualizations.

Leveraging Doceree's proprietary healthcare professional (HCP) identity-resolution technology Espyian™, *Insights* is designed to make data and analytics easily accessible and on-demand, that was previously fragmented and complex.

Using artificial intelligence, *Insights* harnesses the power of natural language processing (NLP) to interpret and understand pharma marketers' questions and get them the answers they seek.