

EMAIL MARKETING USE CASES

Healthcare brands are relying on opt-in email addresses to ignite campaign performance

The email channel continues to be a prime gateway for connecting with physicians and other healthcare providers. But with tougher engagement standards and new privacy rules on the horizon, our customers need a database that will withstand the highest levels of scrutiny.

The email addresses available in IQVIA's OneKey database meet these requirements because they are:

- Opted-in through clear, direct consent
- Matched to OneKey profiles for accurate targeting
- Continuously cleansed, scored and permissioned
- Nurtured to improve deliverability, opens and clicks

See how several brands are using these self-reported email addresses to achieve their marketing and commercial activities. Listed below are samples of recent client activity, including target audience, message type and activity results.

Client type: Locum tenens

Message: Emergency physician staffing

Target: C-suite decision makers

Open rate: 17.03%

Click rate: 1.26%

Client type: Regional hospital

Message: Welcome new faculty

Target: Primary care and dermatologists

Open rate: 10.07%

Click rate: .82%

Client type: Healthcare system

Message: Join our team

Target: Otolaryngologists

Open rate: 16.72%

Click rate: 1.74%

Client type: Genetics

Message: Brain metastases

Target: Hematology/oncology MDs, nurses

Open rate: 9.0%

Click rate: .64%

Client type: Market Research

Message: Drug Tracking Study

Target: Nurse practitioners and physicians assistants

Open rate: 10.15%

Click rate: 2.37%

Client type: Health System

Message: Physician recruiting

Target: Surgical Chairs Nationwide

Open rate: 12.24%

Click rate: 1.15%

IQVIA's OneKey opt-in email database delivers the provider name, provider specialty, job title, license, business name and address, parent company, class-of-trade, and many other data fields for precision targeting. For email counts or other information, please email onekeydatasales@iqvia.com.

CONTACT US

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