

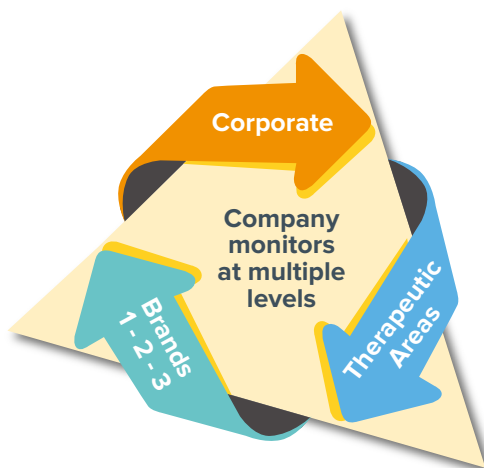
Applying social media intelligence

Multinational builds social media insights into core business processes

A pharmaceutical company with immunological and anti-inflammatory brands transformed from a limited understanding of the online social landscape to become a leader in applying social media intelligence. Using **Nexus Social**, the company incorporated strategic social insights into operations at multiple levels of the business – corporate, therapeutic area and brand.

As this company previously had no social listening process in place, marketers lacked visibility into patient postings about their medications and those of competitors. Data from blogs, forums, and social portals had minimal impact on decisions about brand messaging and company services.

IMS Health's Nexus Social solution is now used to leverage social intelligence across the organization. At the corporate level the company tracks overall consumer sentiment about products and services, as well as search trends and share of voice on leading social platforms. Therapeutic areas and individual brands review activities of online influencers, discussion topics on disease forums, and how competitors are engaging online. These insights have become key inputs about brand messaging, support services, and more.



Company integrates reports into business processes

Corporate

- Share of voice among pharma companies
- Presence on social platforms
- Major website search trends
- Consumer brand sentiment

Therapeutic Areas and Brands

- Top forums and websites
- Hashtags and trending topics
- Competitor campaigns
- KOL and KSA activities

"Social listening is not just another data source for us to sift through. We work closely with our market research team so that the data gets integrated and is considered part of the holistic view of the patient."

Client sponsor



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This customer integrates reports from Nexus Social in several ways – from key brand and sentiment data at the corporate level to insights about forum topics, online advocates, and competitive medications for individual brand teams.

Integrating social intelligence with **Nexxus Social**

This pharmaceutical company saw the potential for social findings to help shape core business activities such as marketing campaigns, competitive analysis, and influencer programs. The company now uses Nexxus Social extensively to capture and apply intelligence from social media.



Situation

- Majority of marketing for therapeutic areas was done in silos, with minimal coordination around campaigns and no process for social listening across the organization
- Minimal visibility into patient chatter about disease state and attitudes toward company's products
- Social data played no role in analysis of business results or of competition



Solution

- Established detailed monitoring and analysis of social media across corporate, therapeutic areas and individual brand teams
- Delivered ongoing reports with comprehensive social findings about search engine topics, consumer sentiment, sources of information, plus online mentions and sharing
- Gained social insights about consumer perceptions of key brands and competitors
- Supported company's compliance and reporting processes by incorporating AETracker for adverse event monitoring as an integral part of social listening

Nexxus Social

Monitor and analyze unstructured data including social media, articles, and CRM to assess brand sentiment and respond to market opportunities within your regulatory guidelines

Brand Alert

Measure brand sentiment and share of voice to identify unmet HCP and patient needs and gather competitive intelligence.

Data Solutions

Capture social media and search data on companies, brands, and disease states by algorithms using semantic search and proprietary life sciences ontologies.

Social Survey

Conduct primary market research via social networks and ATU studies at 60% lower cost.

Digital Key Opinion Leaders (KOLs)

Build digital profiles of doctors and patients, integrated with CRM and MCM, to find alternative channels while providing real-time insights to improve field interaction.



Nexxus Commercial Application Suite

Nexxus Social is part of the Nexxus Commercial Application Suite, a set of cloud-based applications for life sciences. The Nexxus Commercial Application Suite integrates data and applications, tracks end-to-end relationships with customers across channels, and is supported by trusted advisors with deep industry expertise.

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