

CASE STUDY

Building an Omnichannel Decisioning Engine that powers smarter HCP engagement



How Navikenz helped a global pharmaceutical leader replace manual, fragmented campaign planning with a unified, outcome-driven decisioning layer — delivering the right cohort, channel, content, and cadence at scale.

THE CHALLENGE

Our client — a global pharmaceutical leader — runs complex marketing programs targeting healthcare professionals (HCPs) across multiple brands and markets. Campaigns span mass email, 1:1 email, and face-to-face engagement, with channel mix varying by market data readiness.

While execution platforms were strong, campaign planning depended heavily on manual judgment, individual experience, and data scattered across systems. Marketers struggled to:

- Identify the right audience and engage them through the optimal channel, content, and cadence
- Bring together HCP, engagement, promotion, and content data spread across multiple systems and markets
- Design optimal user journeys with the right number of touchpoints, sequencing, and timing

The need: a unified, data-driven decisioning layer capable of recommending optimal campaign configurations based on defined business outcomes — and integrating seamlessly with the existing marketing ecosystem.

SOLUTION AT A GLANCE

Navikenz designed and built the Omnichannel Decisioning Engine (ODE) — an intelligent recommendation layer that helps marketers plan campaigns with greater confidence, consistency, and efficiency. The solution centers on three pillars:

1. Unified View of Data
2. Smarter Campaign Planning
3. Seamless Integration

APPROACH & TECHNOLOGY

The Navikenz team combined Voice of Customer inputs and best-in-class omnichannel decisioning standards with the client's existing Marketing ecosystem. We delivered the MVP using an Agile methodology, with cohort-based optimization and outcome-driven decisioning frameworks at the core.

PLANNING A SMARTER OMNICHANNEL PROGRAM?

We help life sciences leaders turn fragmented marketing data into outcome-driven decisions.

