

Case Study

Poplin Data Gives ADG Valuable Insights into their Customer Data

Australian Doctor Group is a media company focused on healthcare professionals reaching 80% of Australia's 37,000 practising General Practitioners.



Customer
ADG (Australian Doctor Group)

Country or Region
Australia

Web Site
<https://www.adg.com.au>

Industry
Healthcare, Media

Introduction

Operating within strict advertising guidelines healthcare media organisation, Australian Doctor Group (ADG)'s clients had used traditional marketing methods to reach their audience but were under increasing pressure to prove ROI. They needed to develop a cost-effective, digital marketing platform that reached only the customers they were legally allowed to advertise to while also showing effective engagement.

Business Challenges

A new marketing landscape

In Australia, pharmaceutical companies are not allowed to advertise directly to consumers. ADG's publications provide safe, gated access to provide information about pharmaceutical products to healthcare professionals using print and digital advertising, content marketing, lead generation and sponsorship of education and events.

Poplin Data developed a solution using the Snowplow platform to help ADG better understand their customer data and make smarter decisions when it came to marketing spend.

The nature of medicine marketing has also changed significantly. Pharmaceutical marketers want to reach doctors but also need to prove ROI when it comes to marketing spend. It's difficult to calculate return on investment through traditional publishing, so in recent years those budgets have

been under pressure. These involve medical representatives visiting individual GP practices to discuss new products and treatments. Return on investment is measured in terms of sales in the area after a rep has visited.

“It’s a very expensive exercise and high touch,” says Geo Jose, Head of Technology. “They have challenges in actually reaching out to doctors, especially in Australia, being a big country.”

With doctors increasingly turning to online properties, ADG saw an opportunity to better demonstrate audience engagement to marketers.

“The concept of the product was to provide an effective messaging solution through our digital channel which is much, much cheaper than if they had to do it face to face,” Geo said. “And ideally to provide some sort of a conversion or a proof of ROI.”

Upgrading team capabilities

With an internal team made up of skilled web and data warehouse developers, ADG required further education on modern data architectures. Their data warehousing was set inside the Microsoft world, operating in a single environment.

Unfortunately, it wasn’t scalable because of cost and self-hosting. They needed a new platform with detailed user engagement tracking and reporting. “We needed to use technology that’s auditable because we are billing based on data that we collect,” says Geo. “A missed pageview or action costs us money!”

Solution

To avoid missing relevant pageviews and actions ADG set an aggressive deadline for the solution to be completed. The business wanted to quickly build an internal capability to better understand the customer data it collected and provide this information back to advertisers.

Snowplow Insights

Poplin Data worked closely with the ADG team to design a tracking, collection, processing and reporting plan. Poplin oversaw the installation of Snowplow Insights, a solution designed to collect rich, granular event data and deliver it the most effective warehouse running in the cloud. It gives ADG the visibility of how different content performs and how users are interacting with it.

“It means that we can make decisions about marketing budgets and their effectiveness on actual data not gut feel,”

Patrick Greer - Integration Architect

Enriched event data

Poplin designed and built a microservices architecture using Amazon Web Services’ Lambda and API Gateway services to enrich, in real-time, events as they are processed through the Snowplow pipeline.

As each event is enriched the user and content identifiers are looked up in the authentication and CRM databases and the details appended to the events.

Upskilling the ADG team

Poplin delivered a series of group training and one-on-one sessions to bring ADG's team up-to-speed with their new data pipeline. Ultimately, ADG wants to have the ability

to internally evolve the platform to deliver new product features or respond to requests from elsewhere in the business. "The biggest point was skilling up the team," says Geo. "So now if we want to add a new attribute and push it all the way from the website to the end we can do it."

Benefits - Must include KPis/Metrics

Poplin and ADG worked together to deliver a world-class data pipeline that enables detailed event tracking for billing and reporting purposes. The pipeline scales with demand and can evolve as the product needs change. ADG's team understands how it works and is able to evolve data collection and processing as needed.

"It's given us the information to see what events are occurring. We get the visibility of how various content is performing, how people are interacting with it"

Patrick Greer - Integration Architect

Future Plans

Prove ROI to advertisers

One aspect the team is exploring is better ways to demonstrate a return on investment to pharmaceutical companies. "We don't have any issues with the engagement. It's more how to prove ROI", says Geo.

"Our main challenge throughout the business is to give eyeballs to the clients but from there we cannot really track how that's going to translate into a prescription."

Geo Jose - Head of Technology

Content engagement metrics

Another enhancement being discussed is to use the detailed content engagement metrics in Snowplow to give feedback on the performance of sponsored content. "You've produced this report that's 10 pages long, people are reading the first few pages and dropping off," says Patrick. "You're better off condensing, make it two pages long and then you are going to get everyone finishing the content."

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