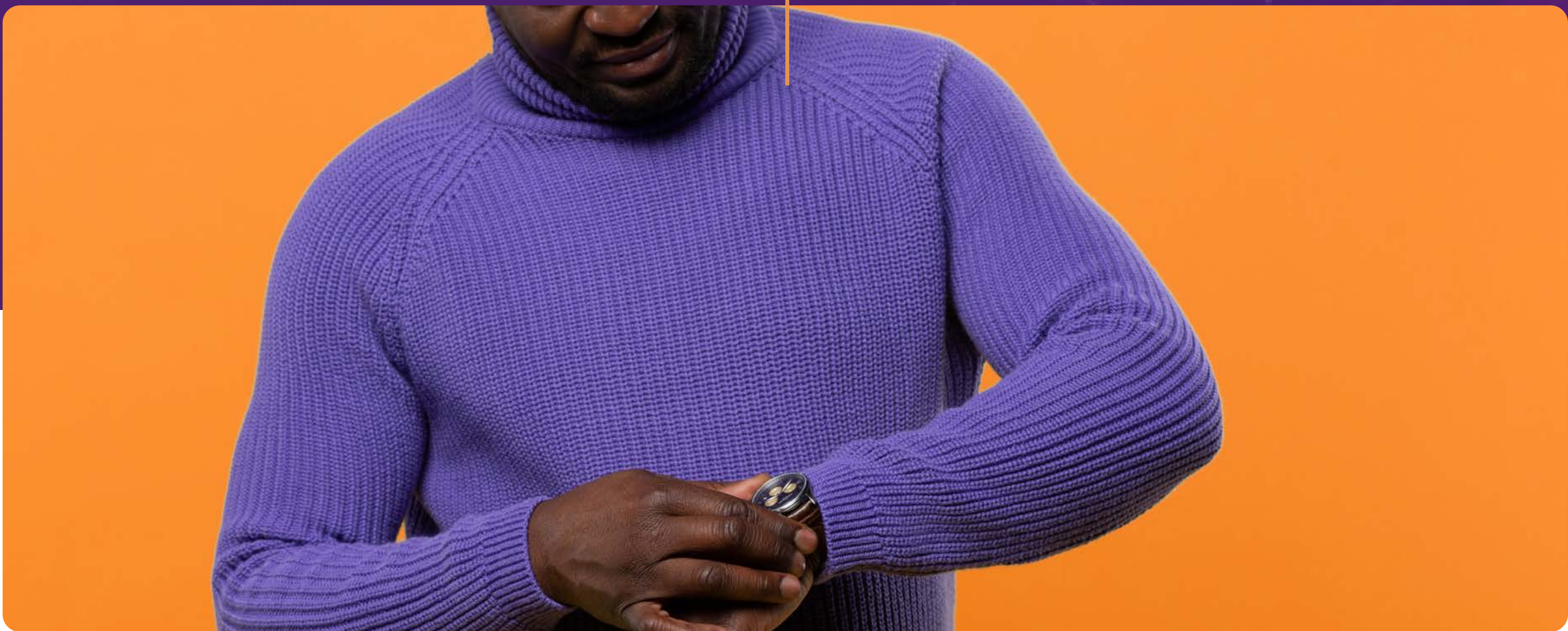


# How to speed approved email time-to-market



01

## Challenge

Speed time-to-market of approved email content

02

## Solution

Develop content in-house using Anthill Activator

03

## Result

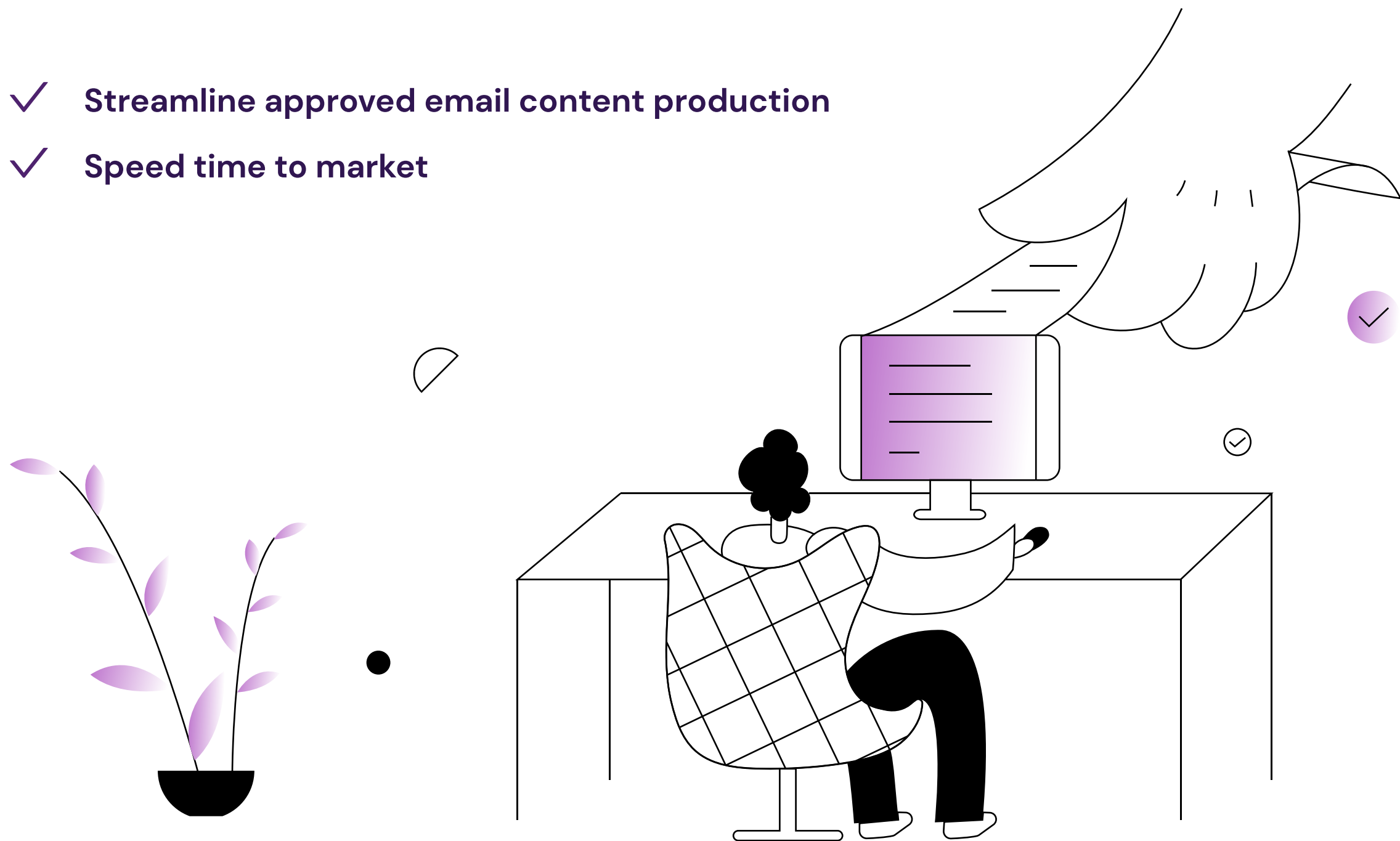
A faster and more agile process with excellent email open rates

# 01 Challenge

An affiliate of a major European pharmaceutical company wanted to create approved emails in-house to speed up the content process. Previously, the emails were created by agencies but this was felt to be slow – requiring a lot of agency communication to make even simple changes to the content.

The affiliate wanted to work more efficiently and in an agile way – responding to market needs and proactively trying new ideas and approaches.

- ✓ Streamline approved email content production
- ✓ Speed time to market



# 02 Solution

To gain more control, the affiliate used Anthill Activator which had recently been introduced by the company across all markets. Activator is a digital content management platform that's integrated with Veeva Vault. It maintains the security and safety of Vault content while making it easier to manage content and create and adapt materials.

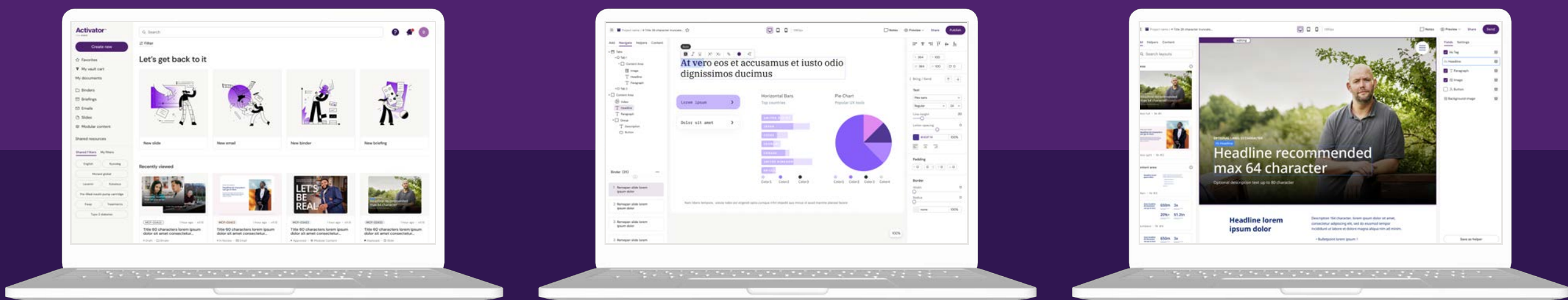
For approved email, Activator enabled the affiliate to build content internally and access templates and elements developed in HQ. It also enabled benchmarking against other affiliates and the ability to adapt materials from other countries – increasing the amount of content available for their approved email engagement.



The ‘sandbox’ environment in Activator was found to be particularly useful as it enabled simple and easy testing of templates and content – providing the quality assurance vital for approved email.

Because the affiliate was new to both the Activator solution and to developing content in-house, they wanted to start simply with a pilot for a single brand – gradually expanding to more brands and advanced content formats.

- ✓ Use Activator to create and test approved emails in house
- ✓ Keep things simple initially, gradually expanding to more advanced content



We should transform how people work with their content. **It should be easy for everyone to activate their brands** by making their digital communications much more efficient and agile.

## Implementation process

- 01

**Initiation**  
Onboarding the team to the solution and the basic concepts
- 02

**Basic email templates**  
Simple unbranded templates – image, text, button – to start in an easy way
- 03

**Create / adapt core elements**  
Adapt global templates and content elements to provide more options
- 04

**Review**  
Gather learnings from the initial steps and evaluate success to date
- 05

**Best practice**  
Share best practices within the team to make continual improvements
- 03

**Branded content**  
Create branded templates for product marketing emails

# 03 Challenge

Within a few months, 67% of approved email was being created in-house using Activator. This speeded up content creation by enabling more efficient workstreams and removing the need to schedule production with agencies. The affiliate was also able to take advantage of centrally-produced content and adapt material from other countries – providing an easy way to increase the amount of content available.

In terms of the actual HCP engagement, the emails created using Activator were shown to have an impressive open rate of 65% – nearly double what would normally be expected in the industry (35%<sup>1</sup>).

Following a successful pilot, the affiliate is expanding the project to all brands – developing more approved email templates and content using Activator. The intention is then to apply Activator to other channels like eDetailing and website creation.

- ✓ **67% of approved email created in-house within a few months**
- ✓ **Impressive HCP open rate of 65%**
- ✓ **More efficient process**
- ✓ **Access to global templates and materials, plus other affiliates' content for adaptation**



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