

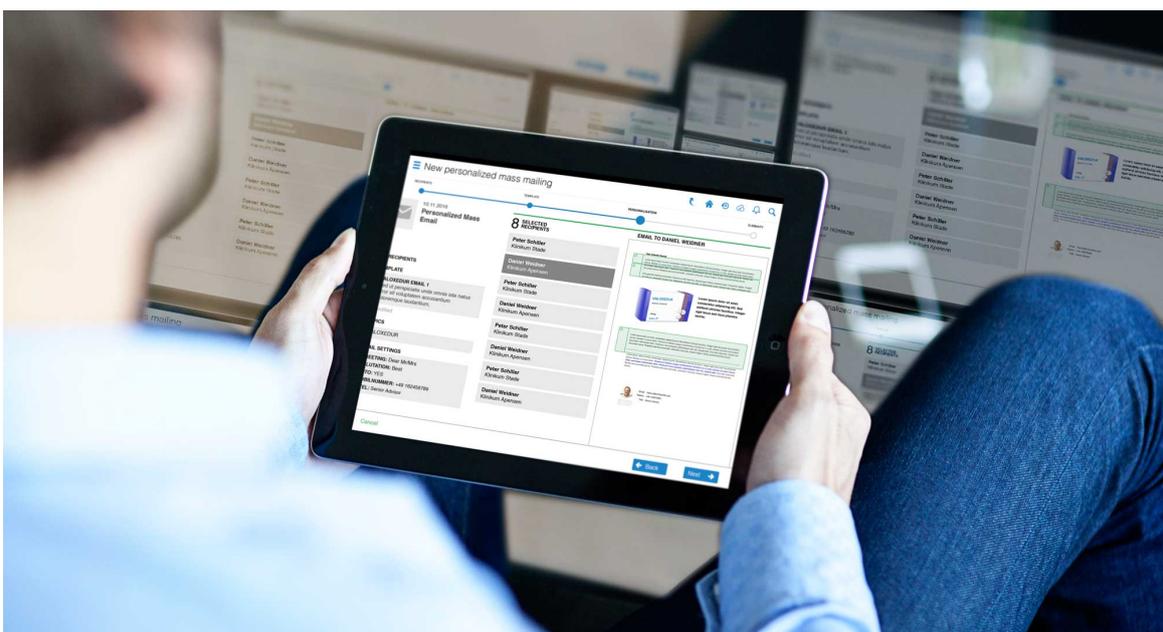


## Make it personal: how pharma sales reps can orchestrate their own mailing campaigns

**Munich (Germany) 29 September 2015.** Email marketing used to be the domain of the marketing department. But impersonal email blasts have ceased to be effective. How can a pharmaceutical company distribute relevant information and keep it personal at the same time?

A pharma sales rep is pulled in multiple directions. Her sales manager wants her to send more emails to her contacts. Compliancy insists that she never deviates from the approved texts. Medical permits only certain combinations of text blocks. Marketing demands that emails follow the corporate identity. Legal warns never to send to addresses without opt-in status. The sales rep knows that only personalized emails are effective, yet they can also be very time consuming.

The solution is **mass customized mailings**. A mass customized mailing is a mailing to multiple recipients, where the sender can insert personalized information so that each email appears to be written individually for the recipient.





A sales effectiveness manager from a major pharmaceutical company explained: “we worked hard getting permission to send emails to health care professionals. Now we have to be careful not to lose this permission. **Personal, rather than mass mailings is the key.**”

Enabling sales reps to execute mass customized mailings requires an intuitive solution which is integrated with CRM and marketing data. One such solution is from **ysura GmbH**. ysura designed the mailing process in a wizard fashion, guiding the sales rep through each step. The sales rep can select opt-in recipients from multiple criteria. Then she can choose from among predefined templates. Next she can include or exclude blocks of pre-approved medical texts, subject to allowed combinations. Finally, she can insert personal salutations, closures and other personal texts at certain places in the email. After all, this is what makes the email personal. With one more click or tap, the mailing is on its way to the health care professionals. The sales rep can rest assured that she has remained **compliant according to company and legal policy** at every step.



Hector Baide, ysura Designer

ysura has employed full-time design and usability experts from day one. The designer responsible for the mass customized mailing wizard, **Hector Baide**,



describes the approach. “We are aware that most sales reps are not marketing or mailing experts. Sales reps are, however, skilled at building and maintaining relationships to health care professionals. We want to give them a tool where they can mirror these relationships in electronic form – and do it quickly and easily.”

#### **About ysura**

ysura builds, sells and operates a mobile sales & marketing solution for the pharmaceutical industry. The product integrates traditional CRM data with other data sources to provide a true 360 degree dashboard and facilitate multiple sales and marketing processes. Though optimized for the Apple iPad, ysura runs on any standard browser. Professionally and securely hosted in Germany, ysura is sold as on a SaaS basis. ysura GmbH is a privately held company based in Munich, Germany. For more information, visit [www.ysura.com](http://www.ysura.com).

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