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ysura

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Beyond Data: Real-Time Intelligence for Pharmaceutical Sales and Marketing

Munich (Germany) 05 October 2016. In which neighborhood is the birthrate the highest? In which city is rheumatism growing fastest? In which region is the purchasing power for over-the-counter (OTC) products strongest? Armed with this data, sales reps for OTC pharmaceutical companies can target specific pharmacies with custom offers for the right products.



Pharmaceutical companies traditionally subscribe to services that provide only addresses of pharmacies and health care professionals. However by synthesizing addresses with demographic data, health trends and product indications and revealing this intelligence directly in the CRM, an OTC company can gain a competitive edge.



This competitive edge is exactly what a new partnership between **ysura**, a CRM provider and **Acxiom**, a leading data, analytics and SaaS company, provides.

“Address data is virtually a commodity these days. However we go far beyond addresses and provide real intelligence that can be put to work on a daily basis,” said **Carsten Diepenbrock**, managing director of Acxiom Deutschland GmbH. “Together with ysura, we can put new worlds of knowledge at the fingertips of each sales rep.”

More than ever, pharmacists and health care professionals expect sales reps to serve as consultants rather than mere salespeople. If a sales rep can advise the pharmacist exactly which product to promote, what potential it offers – and even on which shelf to display it – a win-win situation is created.

“Imagine the quality of the future conversation between the OTC sales rep and the pharmacist,” added **Joern Jackowski**, product manager at ysura. “Instead of simply filling out an order form, the sales rep can fill the role of trusted advisor.”

To learn more about the intelligent data solution from Acxiom and ysura, visit ysura at [DigIT Pharma](#) in Berlin from 11-12 October, 2016.

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 on a SaaS basis. ysura GmbH is a privately held company based in Munich, Germany. For more information, visit ysura.com.

Contact: Keith Gruen, keith.gruen@ysura.com +49 172 8976199

About Acxiom

Acxiom is an enterprise data, analytics and software-as-a-service company that uniquely fuses trust, experience and scale to fuel data-driven results. For over 40 years, Acxiom has been an innovator in harnessing the most important sources and uses of data to strengthen connections between people, businesses and their partners. Utilizing a channel and media neutral approach, Acxiom leverages cutting-edge, data-oriented products and services to maximize customer value. Every week, Acxiom powers more than a trillion transactions that enable better living for people and better results for 7,000+ global clients. For more information about Acxiom, visit acxiom.com

Contact: Eric Heiliger, info-germany@acxiom.com, +49 6102 736-3