



# Relationship Marketing Operations Benchmark

## Summary

TGaS Advisors focuses on providing clients with fact-based answers to the perennial question: "How do other Pharmaceutical Companies do 'it' "<sup>®</sup>

TGaS Advisors Relationship Marketing Operations Practices (RMOPs) benchmark looks at marketing programs across companies and brands for consumers/patients. "Relationship marketing" programs are those that require a sign-up in return for a promise of ongoing communication. Promotion and ongoing communication is captured across all channels and media.

## Background

Like all TGaS Advisors benchmarks, the Relationship Marketing Operations Practices (RMOPs) benchmark was born out of a desire to fulfill our clients' need for a deeper assessment of the RMOPs area than was previously available to them. Prior to the RMOPs solution, e-Marketing professionals lacked the outside-in perspective critical to optimizing their relationship marketing efforts.

## Area of Focus

The Relationship Marketing Operations Practices (RMOPs) benchmark looks at the range of issues and tactics involved in Relationship marketing for consumers/patients including:

- Organizational structure and resources
- Recruiting channels: print, in-office, DRTV, Internet, mail, events, call centers, etc
- Coupons, incentives, reimbursement assistance, ongoing patient communications
- Targeting, segmentation
- Patient data management
- Experience optimization metrics
- Results metrics: cost per enrollment by channel, change in Rx/ROI

## Deliverables

Full membership in the Relationship Marketing Operations (RMOPs) benchmark includes:

- Comprehensive Benchmark: interviews and analysis of strategy, resources
- Invitation-Only Forum: meet your peers for live discussion
- Virtual How: ask members a question any time
- Deep Dive topical benchmark: 20-30 questions deep into a hot tactic or issue

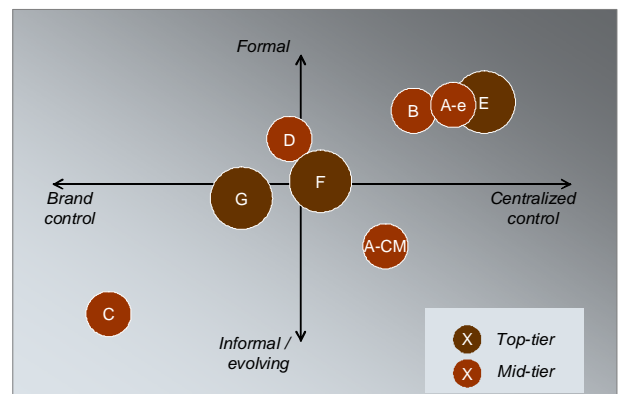
## Sample Analysis: ROI Model

| Budget allocations           | Budget (per month) | Expected Cost per Enrollee | Forecasted traffic that are considered prospects | Portion of traffic that are considered prospects | Incremental impact of RM program: % who become new patients | Incremental Volume of New Patients | Portion of traffic already on product | Incremental impact of RM program on retention and number of additional scripts | Total Volume of Existing Patients | Overall Value Returned | Fulfillment Costs | Net Value Returned | ROI for each tactic  |
|------------------------------|--------------------|----------------------------|--|--|---|------------------------------------|---------------------------------------|--|-----------------------------------|------------------------|-------------------|--------------------|----------------------|
| Natural Traffic              | \$0                | \$0                        |  |  |   | 81                                 |                                       | 170  | \$99,048                          | \$0                    | \$99,048          | N/A                |                      |
| Paid Search                  | \$100,000          | \$5,000                    | 5,000  |  | 225   | 225                                | 500                                   | \$200,000  | \$0                               | \$100,000              | 1.9               |                    |                      |
| Media                        | \$100,000          | 4,000                      | 4,000  |  | 144   | 144                                | 400                                   | \$165,200  | \$0                               | \$65,200               | 1.0               |                    |                      |
| CPA                          | \$100,000          | 10,000                     | 10,000   |  | 300   | 300                                | 1,000                                 | \$440,000  | \$0                               | \$340,000              | 3.4               |                    |                      |
| Sponsorship                  | \$10,000           | 100                        | 100  |  | 4   | 4                                  | 10                                    | \$5,120  | \$0                               | -\$4,880               | -0.5              |                    |                      |
| Other                        | \$0                | 0                          | 0  |  | 0   | 0                                  | 0                                     | \$0  | \$0                               | \$0                    | #CAGR             |                    |                      |
| Other                        | \$0                | 0                          | 0  |  | 0   | 0                                  | 0                                     | \$0  | \$0                               | \$0                    | #CAGR             |                    |                      |
| <b>Totals</b>                | <b>\$310,000</b>   |                            | <b>20,788</b>                                    |  |   | <b>754</b>                         |                                       | <b>2,000</b>   | <b>\$1,019,368</b>                | <b>\$0</b>             | <b>\$109,368</b>  |                    |                      |
| Number of Months             | 12                 |                            |  |  |   |                                    |                                       |  |                                   |                        |                   |                    |                      |
| <b>Total for Time Period</b> | <b>\$3,720,000</b> |                            | <b>249,852</b>                                   |  |   | <b>9,052</b>                       |                                       |  | <b>Gross Return</b>               | <b>\$17,750,397</b>    |                   | <b>Net Return</b>  | <b>\$6,619,397</b>   |
|                              |                    |                            |  |  |   |                                    |                                       |  |                                   |                        |                   |                    | <b>ROI: 2.3 to 1</b> |

Leads by channel and ROI study results were gathered, analyzed, and used to create a “What-If” model for analysis and for planning purposes

## Sample Analysis: Organizational Structure

Specific comparisons of organizational structures, budgets, headcounts, responsibilities



All data for illustrative purposes only.

For more information about the Internet Performance benchmark, please contact Donna Wray at [dwwray@tgas.com](mailto:dwwray@tgas.com) or visit [www.tgas.com](http://www.tgas.com).