

GLOBALDATA MARKETING SOLUTIONS CASE STUDY

# Abacus Medicine Pharma Services

COMPANY

**Abacus Medicine  
Pharma Services**

CUSTOMER

**Andrew Waiton**

INDUSTRY

**Pharma Services**

PRODUCT

**GlobalData  
Marketing Solutions**





# Introduction

Andrew Waiton is Marketing Manager for Abacus Medicine Pharma Services, the healthcare and pharma services division of parent company Abacus Medicine.

Abacus Medicine Pharma Services offers clinical trial solutions, unlicensed medicines, managed access programs and commercial partnerships.

Abacus Medicine Pharma Services were interested in lead generation for the Clinical Trial Solutions (CTS) service.



I had heard about GlobalData Marketing Solutions through three colleagues who flagged it as a professional, clever way of generating leads with our target

## The Story of Andrew Waiton

“We needed help starting the conversation — these are senior level people where we just couldn’t pick up the phone and talk to them. Email marketing campaigns weren’t giving us the leads we were looking for.

It’s a very competitive market and developing relationships with companies to provide their clinical trial comparators is difficult, especially in the environment that the Covid-19 pandemic created, where face-to-face meetings are impossible.”

Andrew’s Account Manager, Josh Jones:  
“With Abacus Medicine Pharma Services the lead time for clinical trial comparators can be 6-12 months between initial contact and conversion. That said they only need 2-3 leads to be converted and this project is paid for with interest.”

Andrew:  
“Content is important to attract the right audience, but we didn’t have the resources to do that in-house. GlobalData Marketing Solutions has expert medical writers who can generate high quality content independently, or in partnership with our subject matter experts.”

# What is GlobalData Marketing Solutions?

GlobalData Marketing Solutions uses the latest AI to position content on Verdict's established journalistic websites. It targets specific audiences by job title to over 500,000 companies spanning six sectors.

The audience on Pharma Tech and Clinical Trials Arena websites alone has a combined readership of over 30 million – the largest in the marketplace.

GlobalData Marketing Solutions includes strategy development, audience identification, tailored content creation and performance analytics.

## Why Abacus Medicine Pharma Services chose GlobalData Marketing Solutions?

"We chose to try GlobalData Marketing Solutions because it uses Artificial Intelligence to place content on established journalistic websites that our target audience are already reading. There's a huge difference to me between leads and quality leads."

## How it works

Industry leading content is created and positioned in front of individuals with the job titles/companies that a client requests.

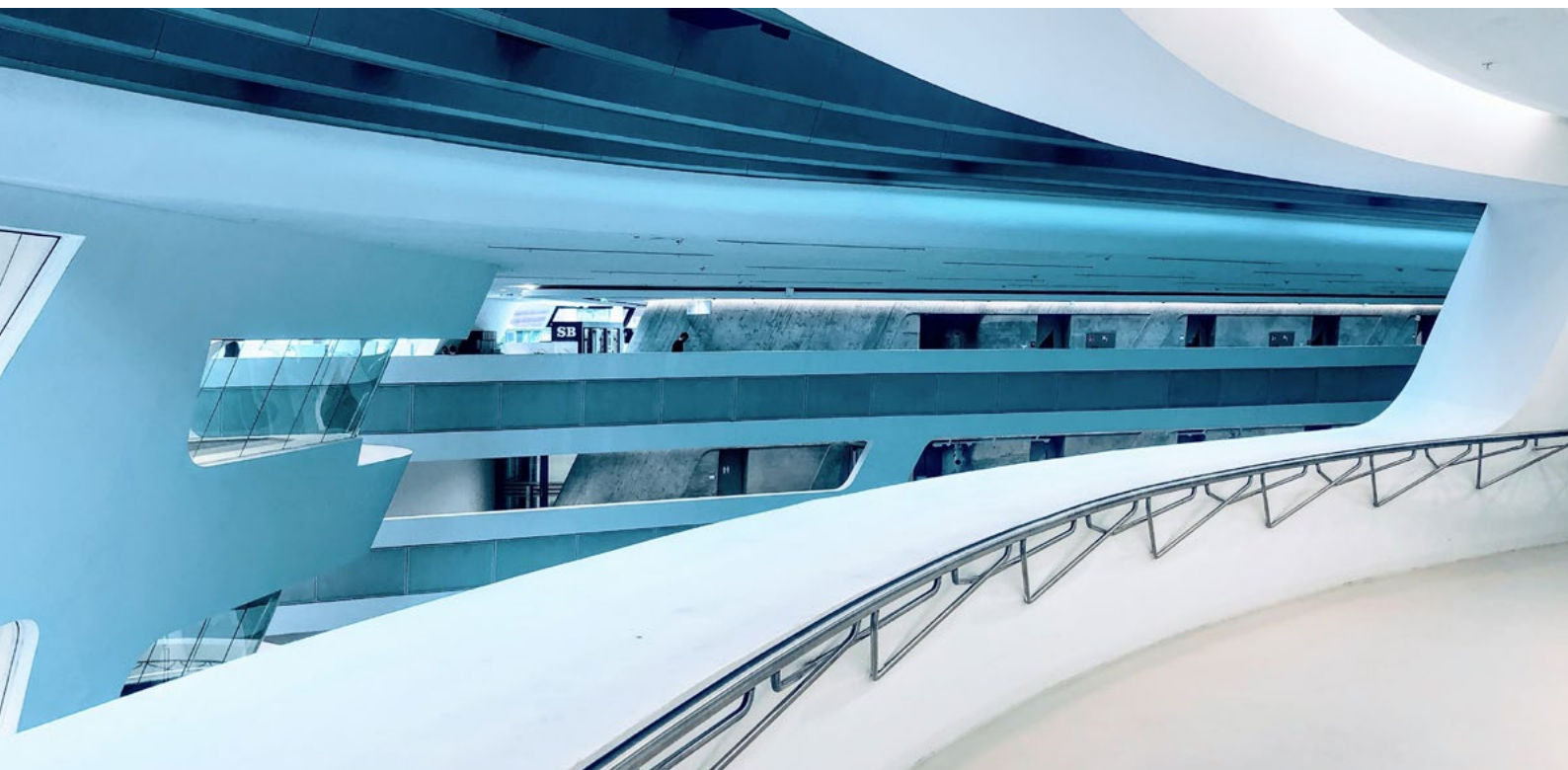
Andrew:

"I also liked that GlobalData Marketing Solutions was offered by GlobalData – one of the largest market intelligence companies in the world.)"

**We chose to try GlobalData Marketing Solutions because it uses Artificial Intelligence to place content on established journalistic websites that our target audience are already reading. There's a huge difference to me between leads and quality leads.**



# The GlobalData Marketing Solutions Dashboard



Andrew:

“The GlobalData Marketing Solutions dashboard gave us a snapshot of the companies that have visited our microsite recently and which regions they are in, which is useful when reporting to the management team.

We used GlobalData Marketing Solutions primarily for targeted lead generation — the information that comes through when people have downloaded gated assets, such as a whitepaper or case study. I collated the leads and sent an email thanking them for their interest and introducing them to a relevant member of the Business Development team. It’s a natural, effective way to build business relationships.”

## The content

Josh (Andrew’s Account Manager):

“We created content for Andrew with a commercial journalism team, and a data journalism team for more complex articles where we leveraged data from GlobalData.”

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### Andrew Waiton, Abacus Medicine Pharma Services

“The articles themselves are brilliant, one of the Verdict writers I’ve been working with recently can turn complicated information into a beautifully scripted piece of narrative.

It’s amazing because it’s quite detailed stuff, and I think with the last article we did, we didn’t have one single change required, and this was after just a half hour conversation with our Business Development guy”.

## The Results

Andrew:

“Previous email campaigns have made it very clear that the people that we need to do business with do not respond to outbound emails. However, they do have the time and interest to visit specific websites and read articles. This was the opportunity that we saw in GlobalData Marketing Solutions.

Since April 12th the combination of the Pharmaceutical Technology website and the articles written by your writing team have generated >100 leads.”

Andrew’s Account Manager Josh Jones:


“Out of all the marketing activities Abacus Medicine Pharma Services has engaged in, this is the one that’s produced the most correct leads, another solution might get him a thousand leads, if they’re all the wrong people, they’re not useful to him.”

Andrew Waiton, Abacus Medicine Pharma Services:

“A couple of memorable leads-one is a brand new company who saw our article at just the right time. We’re now in discussion with them to provide comparator drugs.

Another is a clinical research organization who we’ve been trying to get an audience with. Several people from the company found us on GlobalData Marketing Solutions and downloaded our whitepaper.

The interest and the results we’ve had are great. This is the best form of lead generation we’ve seen



**Since April 12th the combination of the Pharmaceutical Technology website and the articles written by your writing team have generated >100 leads.**



For AI-driven technology to connect with the right audience, in a way that appeals and resonates with them, [contact](#) a member of our GlobalData Marketing Solutions team for a GlobalData Marketing Solutions demo

GlobalData Marketing Solutions is a GlobalData business, giving it access to best-in-class technology, unmatched data and audience reach.

GlobalData employs 3,500 developers, data scientists, analysts, journalists, editors and researchers, working in 23 offices worldwide and serving 4,500 clients in over 160 countries.

Powered by  GlobalData.