

Accelerating Precision in Life Sciences Marketing

Digital trends shaping the future in EMEA

Consider this scenario: A physician checks their inbox during a rare moment of downtime. They're bombarded with emails, many of them generic and impersonal. Most get deleted immediately. But what if they receive an email that addresses their specific therapeutic focus or includes insights from a trusted peer? Chances are, they will open that one.

Imagine the same physician scrolling through a medical news website between patient appointments. Amidst a sea of advertisements, one catches their eye. It's a banner showcasing a new treatment relevant to their specialty, placed strategically within an article they're reading. This targeted approach prompts them to seek more information.

That's the power of precision marketing. Success in launching new therapies requires accurate targeting. Simultaneously, you must find new revenue streams, enhance patient care, and navigate complex regulations. The issue is a fragmented marketing landscape and rising expectations from Healthcare Professionals (HCPs). How do you cut through the clutter and achieve results?

In this article, we'll explore how precision marketing trends in EMEA are shaping the future of life sciences marketing and practical applications you can start implementing now.



Five precision marketing trends in EMEA



Trend #1

A new era of influence: The rise of Digital Opinion Leaders (DOLs)

For decades, leveraging Key Opinion Leaders (KOLs) has been instrumental in building trust. Their scientific credentials, published writings and clinical trial leadership have lent credibility to new products and therapies. The digital age has created a new breed of industry influencers: Digital Opinion Leaders (DOLs). They leverage digital platforms — podcasts, social media, and the like — to share their insights and opinions in more digestible, shareable formats.

To tap into this growing sphere of influence, life sciences companies must adopt a hybrid, omnichannel strategy that integrates both types. While KOLs remain essential pillars of credibility, DOLs offer new avenues to raise awareness, forge relationships and encourage collaboration.



Trend #2

The personalized, patient-centric approach

Understanding and analyzing the right data is crucial for effective engagement. We recommend a patient-centric marketing approach, focusing on individuals rather than solely on products. It's about identifying HCPs needs by analyzing the right data and gaining the right insights. By leveraging data analytics to understand HCP preferences and behaviors, you can create personalized, impactful interactions that resonate with your audiences.

Tailoring email content to an HCP's specific preferences can be highly effective to connect with them, given their distractions and limited time. Some HCPs prioritize efficacy data and prefer concise, data-driven communications. Others are more patient-focused and appreciate inspiring success stories or case studies. Incorporating insights from DOLs who have successfully utilized a product can further enhance credibility. Since HCPs value peer opinions, sharing authentic patient success stories builds trust and demonstrates the real-world impact of treatments. Firsthand evidence from a KOL or DOL who has successfully used a product can carry significant power.



TIP: PERSONALIZED MARKETING TACTICS

Avoid taking a one-size-fits-all approach to email. HCPs expect communications that reflect their professional and regional preferences. Localizing emails for the recipient's native language significantly boosts engagement. Employ thoughtful Calls to Action (CTAs) that engage healthcare providers to respond. Instead of the standard "Learn more," aim for something meaningful and action oriented. With more personalization, your marketing team can transform humble emails into high-impact touchpoints.



Trend #3

Measuring the impact of marketing campaigns with behavioral analytics

Digital tools are essential for effective communication. Technologies such as AI and behavioral analytics have transformed how life sciences companies can build detailed profiles of HCPs. These tools help marketers understand what truly matters to providers, enabling them to deliver relevant and personalized content across various channels. Advanced analytics tools track detailed KPIs such as click-through rates, engagement time and website user navigation patterns, making it possible to gauge campaign ROI.



Trend #4

Leveraging AI for hyper-personalization

To craft impactful marketing campaigns, you must understand the diverse HCP personas of your audience. Companies can deliver tailored content at an unprecedented scale by applying AI-driven solutions to segment their audience. AI tools allow marketers to develop personalized messages for thousands of HCPs in minutes, which would take human teams months to accomplish.

AI ensures that the right message reaches the right audience. For example, let's say you want to target a neurologist interested in the latest clinical trial data. Or maybe you want your message to resonate with a general practitioner focused on improving patient outcomes. Either way, AI can help you create omnichannel, hyper-personalized touchpoints that boost engagement.



Predictive insights revolutionize healthcare marketing because they help your team be proactive in their approach. By analyzing data patterns, companies can anticipate HCP needs and preferences. This fosters stronger relationships and positions marketers a step ahead of the competition.

TIP: HARNESSING AI AND ANALYTICS FOR EFFECTIVE TARGETED MARKETING



Judicious use of AI can enable marketers to uncover behavioral insights, segment audiences and deliver hyper-targeted campaigns. Consider how this approach can increase HCP engagement and measurable outcomes.

- **Persona development:** AI identifies patterns in HCP behavior. This enables precise segmentation based on preferences, past interactions, and professional focus.
- **Real-time adaptation:** Campaigns evolve dynamically, responding to emerging trends and individual engagement metrics.
- **Scalable personalization:** Marketers can deploy campaigns with countless variations, ensuring relevance for every recipient.

The long view of HCP precision marketing

We anticipate significant digital and omnichannel marketing shifts in EMEA over the coming years. The next year or so will see emphasis on AI-driven personalization and expansion across more diverse digital channels. Over the longer term — the next three years or more — we foresee a shift toward fully individualized marketing strategies powered by advanced AI. Omnichannel orchestration will likely see broader adoption.

The future of life sciences marketing is about balancing precision and trust with digital innovation. Successful engagement requires both traditional and emerging channels, combining the nuances of HCP preferences with steady focus on patient care. This transformation represents a fundamental shift in how life sciences companies engage with healthcare professionals to build lasting partnerships.

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