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Bristol Myers Squibb™

BRISTOL MYERS SQUIBB CREATES THE ULTIMATE OMNICHANNEL EXPERIENCE FOR HEALTH CARE PROVIDERS

Quality data inputs have closed the gaps of information in digital campaigns, now BMS can contextualize quantitative web metrics with qualitative metadata.

BACKGROUND

The mission of the biopharmaceutical company, Bristol Myers Squibb, is to discover, develop and deliver innovative medicines that help patients prevail over serious diseases. Reaching Health Care Providers (HCPs) in the right place, at the right time, with the correct information is critical to the success of this mission.

For BMS, having the ability to track the customer journey across differentiated strategies meant they needed a better way of tracking the many ongoing marketing efforts. Analytics teams ultimately needed access to more data of better quality and Marketing teams needed more information of better reliability. Executives were also looking to plan for new data privacy compliance laws going into effect for their international markets in May of the following year (2018). It was apparent the time had come to expand the ways in which they were capturing metadata and how they were managing that captured data – or creating data standards internally.

BMS partnered with Claravine in 2017 knowing The Data Standards Cloud® platform would serve as a centralized repository for digital campaigns, reduce the time for data analysis, and could grow with their business needs. Beginning a complete overhaul to media tracking efforts they hired Digital Media Operations Consultant, Tim Scales, to lead the charge with the strategic global implementation of the platform.

CHALLENGE

Historically, BMS was using UTM parameters (or tags that can be added at the end of URLs) to keep track of marketing & promotional efforts. When UTM's are appended, and the URL is visited by a user, it allows analytics software to keep track of that user's journey (i.e. how that visitor got to your site & if they are interacting with any content associated with that campaign). If there were 4 UTM parameters placed within a URL, then the team who is using that URL had those 4 data points to analyze at the end of a campaign.

When BMS came to Claravine they were managing and creating their UTM codes in Excel files that were passed between teams for manual inputs. Then, using an engineered concatenate function to tie it all together, a UTM code was generated. "There was no quality control, security, automation, or scalability, coupled with a wide margin of error," said Tim. This ultimately led to the Data Analytics teams spending more billable hours attempting to solve data-related issues downstream instead of making strategic analyses.

Coupled with the global marketing teams being on the cusp of the GDPR mandate, it was becoming mission critical for BMS to get a grasp on their data management and evolve their campaign strategies. Selecting Claravine, and implementing this enterprise-wide change would require a fundamental mindset shift, and that became Tim's ultimate mission. He quickly got to work de-siloing teams, overhauling the media operations process, and creating data integrity for all of BMS.

SOLUTION

Tim took to a hands-on approach to using The Data Standards Cloud platform to deeply understand the functionality, use case implementation per team, and integrations for downstream analysis. Onboarding with Claravine requires that each marketing team (emails, search, social, display, etc.) is brought into the conversation at setup. The goal is to identify key data points for measuring campaign success and centralize the input process so that each team can bake their necessary metadata parameters into the tracking codes from the start.

In the early phases of onboarding, the BMS team quickly became a valued partner to the Claravine team when Tim raised his hand to collaborate as a beta tester. By outlining pain points in current processes, providing functional feedback, and helping with in-platform testing, Tim and the team were pivotal to the development of the Bulk Upload function within the platform today. The third-party agency responsible for BMS's Search Engine marketing efforts immediately saw the benefits and ease of working within The Data Standards Cloud. "Being able to upload 20K rows of marketing data at any one given point of time, was game-changing for that team. Not only is it going to track all the assets at the level of granularity needed, but it can be done in a scalable, repeatable, secure, form and fashion", says Tim.

"Another one of our favorite features of The Data Standards Cloud is the CID tracking parameter. " The Claravine CID code allows marketers to append infinite pieces of metadata into one CID code, which is then used as a singular UTM parameter within the URL. "Claravine's CID feature has opened the door for BMS to have seemingly infinite values behind every tracking code". BMS was already tracking the standard quantitative data like time on site, clicks, visits, conversion rate, etc. Now, with the CID code, teams can contextualize that quantitative data with endless amounts of

campaign metadata – i.e. the campaign name, the channel, the brand, the product, the target audience, target methodology, the strategic objective tied to a campaign, etc. – without making the URL a mile long.

Additionally, the international teams in Germany have seen success leveraging the QR Code Monkey integration because "QR codes were cool pre-pandemic in most European markets" Tim mentions. Being able to use Claravine to integrate with marketing styles in different regions seamlessly has allowed BMS to expand its data integrity efforts into all of its markets. Currently, the Germany team is working to solve some of those challenges GDPR presented with deep linking past firewalls.

RESULTS

"In the early phases of using The Data Standards Cloud and working with the Claravine team, BMS quickly felt the positive impacts of time being saved and speed gained," said Tim. The platform immediately allowed teams to cut down the time needed to create data inputs and the automation and error reduction provided peace of mind for submitters. Instead of asking "Was the campaign successful" BMS is now asking the question, "what does the data look like?" with the full confidence that analytics has the correct data to provide an answer.

"The value has been immeasurable, the way that we've been able to implement this tool and really expand it to other teams." With their recent acquisition of TurnPoint Therapeutics, the newly added team brought new data, new processes, and their own tracking management tool. Due to the back and forth between their tracking management and the Claravine tool, manual inputs were becoming needed again. Tim knew the margin for error was too high and flagged the process as a risk to marketing timeless. Within a month Tim was able to prove the value of standardizing data through Claravine and saved BMS $1.5 Million in platform consolidation alone.

"We can't go backward in 2022! Knowing that Claravine is as robust of a tool as it is, I just couldn't take it! This multi-million dollar tool was a glorified spreadsheet and data was not being sent anywhere. Meanwhile, Claravine can do all of those things, way better and at cost savings."

Now with their quality data inputs, BMS can contextualize quantitative web metrics with qualitative metadata. The implementation of The Data Standards Cloud across BMS teams has helped to develop the ultimate omnichannel experience for HCPs. Allowing teams to get a holistic view of a user's journey within a campaign, so the next time they can be more informed, smarter, and more successful in delivering messages that matter.

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We've been able to track all our links seamlessly, across all our digital marketing channels, and hit that ultimate goal of an omnichannel experience. We are able to track our users across devices, and across platforms, and provide the best experience that we can for our HCPs.

- Tim Scales, Digital Media Operations Consultant, BMS

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ABOUT TIM SCALES

Tim Scales is the Digital Media Operations consultant at Bristol Myers Squibb (BMS), charged with leading out the global implementation and strategic vision for all media tracking efforts. Working cross collaboratively to wrangle the data silos within BMS, Tim has successfully chartered a cohesive data strategy across BMS's marketing teams. A problem-solver by nature, Tim's hands-on approach helped him in identifying his team's data attributes and led to the standardization of their inputs. With the completed rollout of Claravine, BMS is now able to track all digital links across all channels, ultimately creating a true omnichannel experience for its patrons.