

Digital Operations Services for Omnichannel Marketing and Sales



Customized Digital Frameworks for Enterprise and Brand Initiatives

Omnichannel strategies, combining digital and in-person methods, are now essential for effectively engaging healthcare professionals (HCPs).

Asentech's approach to omnichannel marketing shines in three key areas, with the customer always at the center.



ADVISORY SERVICES Guiding success through expert strategy and planning



ADVANCED ENGINEERING
Developing the necessary tools for effective HCP engagement



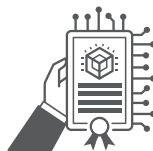
OMNICHANNEL OPERATIONS
Ensuring a stellar customer experience every day

Our Operations Hub: Scalable and Ownable Services



SCALABLE

We've designed our services to be modular, adaptable, and ready to scale with you, whether you're launching a single brand or growing a global portfolio.



OWNABLE

We believe every brand should control its own data and capabilities. That's why we provide clear ownership of data and custom infrastructure, making all processes portable while reducing risks due to vendor lock-in.

Our Operations Hub: How It Works



EMAIL OPERATIONS

- **Platform and Campaign Delivery**
Stay in good hands with experts with a 15+ year track record of successful implementations
- **Smart Segmentation and Targeting**
Detailed data strategies allow for precision segmentation and targeting, helping boost engagement and drive results
- **3rd Party List, Consent, and Data Management**
We offer acquisition, licensing, and administration services from a wide range of external data sources
- **Active Compliance Oversight**
Stay compliant and synchronized across all channels with consent strategies that minimize risk
- **Robust Reporting**
Gain new insights and make more informed decisions after each email send



WEB OPERATIONS

- **Content Process Supervision**
From request intake to in-market deployment, we handle the process every step of the way. This includes MLR, 2253, or relevant regulatory submissions and approvals
- **Tracking and Improving Performance**
Make smart decisions that drive engagement with our custom data tracking and analysis
- **Managing Creative Assets**
We work smoothly with internal and external partners to keep creative content organized, up-to-date, and compliant, ensuring it's ready to deploy when you need it
- **Website Development and Maintenance**
We craft your high-value HCP sites with SEO supervision, ensuring an efficient, up-to-date, and compliant web presence

Your Trusted Omnichannel Commercial Partner

- 15+ year track record of successful implementations
- 93% client retention over 5 years
- 700+ brand and corporate initiatives launched for life sciences brands and B2B franchises



Success Stories

CHALLENGE: U.S. Brand Launch - New Prostate Cancer Therapy

RESULT: Achieved 10%+ market share in under 24 months

- Sent nearly 700,000 emails, a 7X increase in one year, boosting reach
- Grew our database by 500%, adding thousands of new HCP contacts
- Email drove 32% of new website visits, with a 130% rise in page views after a redesign
- Doubled email campaign launches and created 40+ templates, enhancing compliance and speed
- Created over 40 email templates for various campaigns, enhancing compliance and speed
- Achieved a 300% increase in active emails through verified contacts in one year
- Doubled the click-through rate for rep-triggered emails to 26% through optimization

10%
MARKET SHARE
in under than
24 months

CHALLENGE: Pivoting to Digital – Implementing Virtual Capabilities in Response to Rep Churn

RESULT: Covered 9 key sales territories and achieved massive contact growth amid rep shortage

- Reached 3,000 HCPs with weekly emails over 3 months
- Sent 40,000 lead gen emails to maintain brand visibility and support Regional Managers
- Added over 200 new HCPs to the database, converting them to active contacts through virtual rep programs

9
KEY SALES
territories
covered

CHALLENGE: Global Pharma Expansion – Digital Excellence Driving Success

RESULT: Spearheaded successful launch of HCP hubs in 55+ countries

- Managed and maintained multilingual websites and tech infrastructure on a single platform with a unified global identity system
- Executed over 100 website updates monthly across 55+ U.S. and global sites, continuously improving the customer experience while meeting strict quality and documentation standards

55+
US & GLOBAL
markets

ABOUT ASEANTECH

Asentech leads in digital transformation for Life Sciences brands, offering advanced data and technology solutions to amplify customer engagement across multiple channels through data-driven strategies and omnichannel approaches.

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