

Country
BRAZIL



BUSINESS CHALLENGE

The company needed a **trouble proof omnichannel tool** to reach specific target audiences with personalized event invitations via popular messengers.

DECISION



Proxima OCM

Personalized invitations for events through omnichannel mailing tools

Proxima Research provided its **Proxima OCM** products and started the partnership with **Natcofarma Brazil** with success.

The first project took place in October 2023 and delivered the invitations for HEMO to contacts, sourced from **Natcofarma** database.

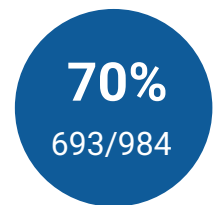
RESULTS



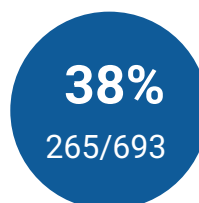
Messages sent



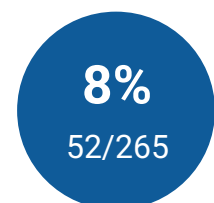
Delivery rate



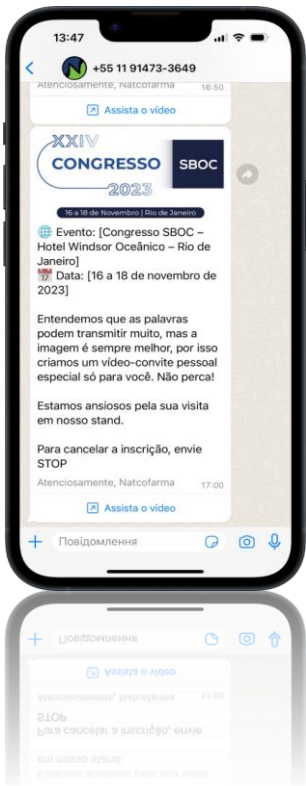
Open rate



CTR



The successful experience with **Proxima OCM** and outstanding mailing results led to expanding the partnership to the second large event – the SBOC congress. The mailing was executed in 2 waves and the results proved the Proxima **OCM tool's usefulness** once again.



Messages sent Delivery rate

733

84%

616/733

Open rate

CTR

39%

11%

241/616

68/616

Natcofarma is an actively growing pharmaceutical company.

The Brazilian division of **Natcofarma** is participating with booth in both large annual medical forums – Brazilian Congress of Clinical Oncology (SBOC) and Brazilian Congress of Hematology, Hemotherapy and Cell Therapy (HEMO).

Proxima OCM is a comprehensive platform for omnichannel communications. By leveraging just one channel, **Natcofarma** remarkably expanded its reach, attracting **30% more HCPs** to the booth at their events.

