

**" MICRO SEGMENTATION IN PHARMACEUTICAL MARKETING: LEVERAGING DIGITAL
BEHAVIOURAL DATA FOR HYPER-PERSONALIZED BRAND PROPOSITIONS"**



Dissertation submitted to

The IIHMR University, Jaipur

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(MBA) in Pharmaceutical Management

By

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Introduction

- Pharma marketing is shifting from traditional to data-driven personalization.
- Micro-segmentation divides HCPs into specific behavioral groups.
- Enables hyper-personalized communication and improved engagement.

Research Objectives

- 1) Understand micro-segmentation in pharma marketing.
- 2) Explore use of digital behavioral data.
- 3) Identify benefits and challenges of personalization.
- 4) Recommend strategies for successful implementation.

Methodology

- **Type:** Qualitative, exploratory (secondary research).
- **Sources:** McKinsey, IQVIA, Deloitte, company case studies (Pfizer, Novartis, Sanofi).
- **Focus:** Indian and global pharma marketing practices.
- **Tools studied:** Veeva, Salesforce, Docplexus, AI/ML platforms.

What is Micro-Segmentation?

Narrow segmentation of HCPs based on:

- Specialty
- Digital behaviour
- Content preferences
- Emotional & psychological traits
- Enables dynamic real-time content customization

Key Drivers of Growth

- ▶ Rise of digital HCP engagement (post-COVID).
- ▶ Growing CRM & AI adoption.
- ▶ Omnichannel strategy needs.
- ▶ Better ROI through personalization.
- ▶ Real-World Evidence (RWE) integration

Tools Enabling Micro-Segmentation

- CRM: Salesforce Health Cloud, Veeva
- AI & Analytics: IBM Watson, Frost & Sullivan insights
- Engagement Platforms: Docplexus, CurofyData
- Sources: EHRs, prescribing patterns, digital touchpoints

Market Trends – India & Global

- India: Emerging adoption; companies like Sun Pharma, Cipla piloting segmentation.
- Global: Pfizer, Sanofi using AI-led dynamic segmentation.
- FMCG influence on emotional and behavioral marketing in pharma.

Real-World Case Studies

- Pfizer: COVID-19 campaign – 28% CTR rise via micro-targeting.
- Sanofi: AI-based clusters → 36% boost in content consumption.
- Roche/Novartis: Improved engagement via omnichannel micro journeys.

Benefits of Micro-Segmentation

- Improved email open rates & webinar attendance.
- Higher prescription intent.
- Better alignment with HCP preferences.
- Trust & loyalty via emotionally relevant messaging.

Challenges

- Data silos across CRM systems.
- Compliance with GDPR, HIPAA, DPDP Act.
- Skill gaps in digital & emotional segmentation.
- Over-personalization leading to content fatigue

Real-World Case Studies

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Ethical Considerations

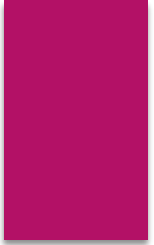
- Transparent data collection & consent.
- Avoiding bias and overreach.
- WHO's digital ethics framework.
- Ethical AI and opt-in personalization clauses (e.g., Novo Nordisk)

Recommendations

- Invest in unified CRM ecosystems.
- Upskill pharma marketers in digital tools and emotional analytics.
- Implement agile marketing & dynamic content strategies.
- Define standardized KPIs for personalization ROI.
- Ensure compliance and build trust with ethical data practices.

Conclusion

- Micro-segmentation is no longer optional—it's strategic.
- Combines behavioral science, data analytics, and ethical communication.
- Future-ready pharma marketing means respecting individuality while improving outcomes.
- Success = Innovation + Ethics + Empathy



*Thank
you!*