

Campaign Details

Strategic Highlights

What is your Personalized Marketing Goal?

Campaign Objectives	Campaign Strategy/Tactical Priorities
To inform TA on upcoming "ATTR Academy 2020" online broadcast taking place on 24 th of October by sharing invite & drive HCPs to register and watch the event	Tactic №1: to inform TA about upcoming event and call to register in initial email tactic sent on 17 th of October
	Tactic №2: to remind to TA segment that demonstrated interest (means "opened or clicked initial email tactic") about upcoming broadcast, but haven't yet registered (means "in not present in TL-format list of Pfizer Customer IDs of people who registered on event") in advance of 2 days (22 nd of October) before the start of online broadcast

Campaign Journey

1

PBG_RD_Vyndaqel Vyndamax National ATTR Academy 2020 Invite
17.07.2020_Russia_072020
knak link pending

17/10/2020
10:13 AM GMT +3



1a



PBG_RD_Vyndaqel Vyndamax National ATTR Academy 2020 Reminder
for unregistered 22.07.2020_Russia_072020

22/10/2020
8:49 AM GMT +3

Content: Reminder that user haven't yet registered for "ATTR Academy 2020" program while he should be interested in that
CTA: Register now to watch broadcast



Email Information

Unique Content	Count
Emails	2

Email Name	Development Status	GCMA/ KNAK LINK	# of Subject Lines
PBG_RD_Vyndaqel Vyndamax National ATTR Academy 2020 Invite 17.07.2020_Russia_072020	Work in progress	Pending GCMA number / pending knak link	1
PBG_RD_Vyndaqel Vyndamax National ATTR Academy 2020 Reminder for unregistered 22.07.2020_Russia_072020	Work in progress	Pending GCMA number / pending knak link	1

Campaign Business Rules

Business Rules

Category	Business Rule	Additional Context	Source
Segmentation	There is 6 specialties in original target segment – this audience should receive initial email (sent on 17 th of October), while reminder email should be sent only to those recipients who had opened or clicked in initial email, but haven't yet registered (not present in TL-format list of Pfizer Customer IDs of people who already registered on event)	Segment Criteria Tactic №1: Specialty is equal to "Ревматолог" OR "Гастроэнтеролог" OR "Невролог" OR "Кардиолог" OR "Нефролог" OR "Офтальмолог" AND GRV Registration Status is "Registered-Validated" OR "Validated" OR "Non-Registered" Tactic №2: Users who clicked in tactic #1 but are absent in the list of people registered on event (will be provided as excel-target list)	
Cadence	5 days between initial email tactic and reminder for unregistered on web-broadcast HCPs	17 th October 22 nd October	
Resend Logic	-	-	
Trigger Logic	Only users who demonstrated interest (means “opened or clicked initial email tactic”) about upcoming broadcast, but haven't yet registered (means “in not present in TL-format list of Pfizer Customer IDs of people who registered on event”) in advance of 2 days (22 nd of October) before the start of online broadcast.	The TL-file with registered HCPs who should be excluded from reminder tactic recipients will be named “ATTR-registered-participants.xlsx”	
Campaign Duration	<ul style="list-style-type: none"> 5 days 		
Prioritization	Medium priority		