



THE LIFESCIENCES

AGENCY OF W3



WE ARE A **ONE-STOP DIGITAL AGENCY**.
WE UNDERSTAND THE **LIFESCIENCES BUSINESS**
NEEDS, PROPOSE **STRATEGIES**, CREATE
CONTENT, CODE, AND MEASURE RESULTS TO
IMPROVE PERFORMANCE.

OUR MISSION IS TO HELP OUR CLIENTS
THROUGH THE DIGITAL TRANSFORMATION
PROCESS IN **DIFFERENT MARKETS AND**
CULTURES.



FROM THESE COUNTRIES WE PROVIDE SOLUTIONS TO **LATAM & USA** UNIFYING AND DEVELOPING **REGIONAL ACTIONS** TO + 20 COUNTRIES

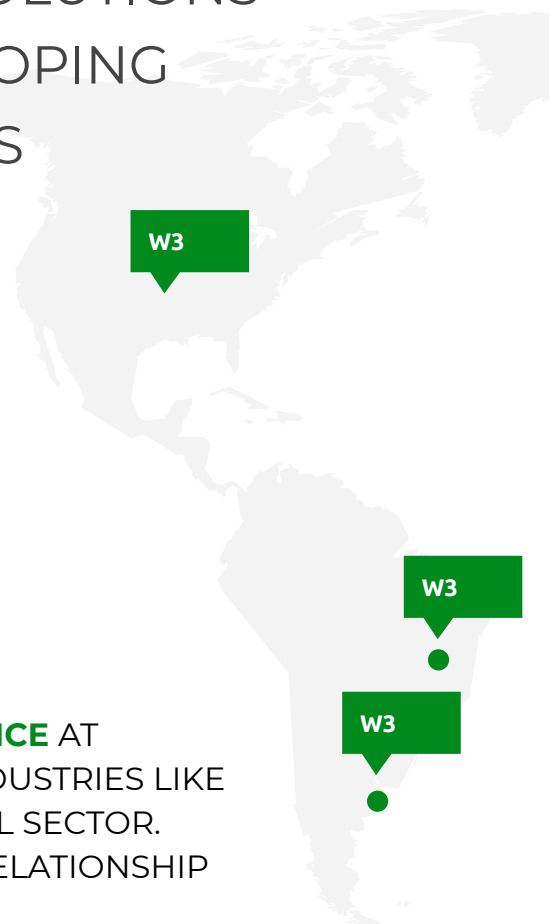
- ALIGNED WITH REGIONAL POLICIES AND BRANDING: STRATEGY, CONCEPT, CONSISTENCY
- LOCAL SUPPORT IN MAIN LATAM COUNTRIES
- INVOICING CAPABILITIES FROM 4 DIFFERENT COUNTRIES



ISO 9001, CMMI AND VEEVA CERTIFICATIONS FOLLOWING BEST PRACTICES IN PROJECT MANAGEMENT THAT ENSURE QUALITY STANDARDS AND DELIVERIES.



+24 YEARS OF EXPERIENCE AT HEAVILY REGULATED INDUSTRIES LIKE **PHARMA** AND FINANCIAL SECTOR. OUR AVERAGE CLIENT RELATIONSHIP IS **OVER 8 YEARS**.



MAIN LIFESCIENCES CLIENTS

abbvie



Johnson & Johnson



SANDOZ A Novartis
Division



OTHER W3 GROUP CLIENTS

accenture

citi

Disney

BUNGE

SOFITEL
LUXURY HOTELS

First Data

Kimberly-Clark

intuit

brf

UMPQUA
BANK

DANONE

LINK

McDonald's

Santander

Smiles

Banamex

BMW

Tecpetrol

TOTAL

LENNOX

mercado
libre

FOX

PRODIGY NETWORK

GOOL
Linhas aéreas inteligentes

guru

WHAT WE DO

WHAT WE DO

Digital Transformation / Orchestrated Customer Engagement

- Multichannel campaigns (interactive e-detailing, Approved e-mailing)
- Remote detailing
- CRM / CMS
- Use of Media Supported HCP Promotional Training
- Virtual & Augmented Reality
- Artificial Intelligence & Bots
- Social Media listening & Social Media Campaigns
- UX Design & Content, diseño y contenido
- Analytics & Metrics



CERTIFIED TEAMS IN

IBM WATSON and **VEEVA LEVEL 4**

OMNICHANNEL MARKETING

EXPERIENCE DEVELOPING IN

SALESFORCE, SHAREPOINT, SITECORE,
LIFERAY, DRUPAL, TEAMSITE, AEM Y OTHER
TOOLS.



VEEVA SERVICES

1. CLM / e-Detailing

Knowledge and expertise in creating efficient and attractive presentations that garner the attention of professionals and generate engagement.

Based on the profile of each physician, we create personalized, interactive and specific presentations catered to their individual interests.

We provide a complete service; from strategy and development to final implementation.



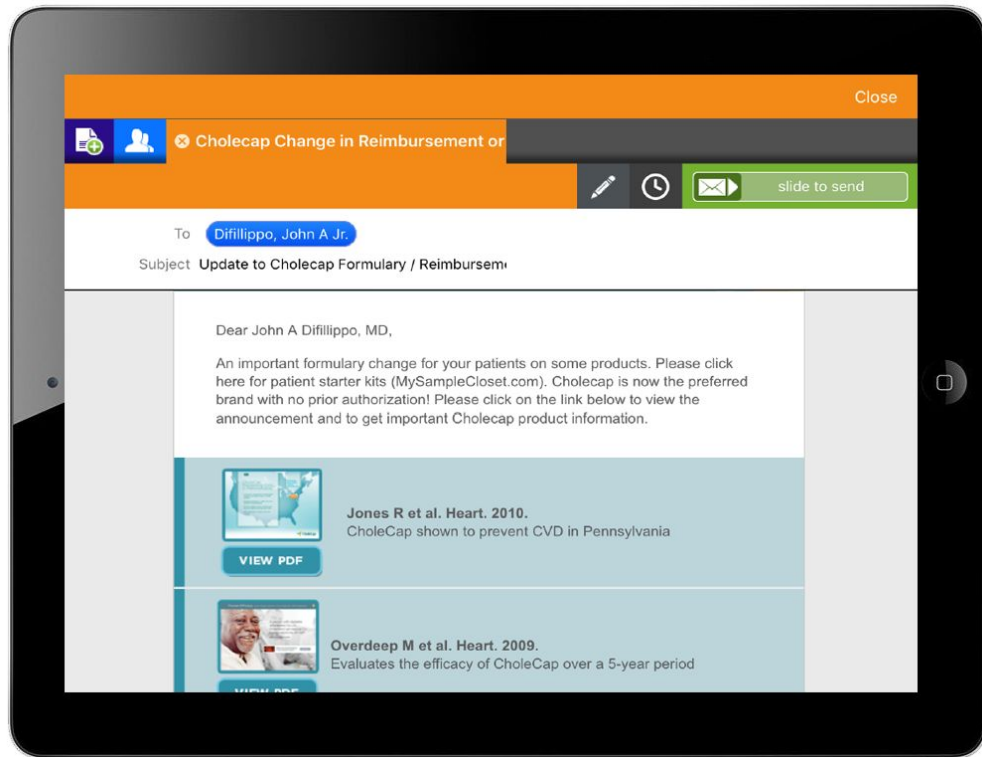


VEEVA SERVICES

2. APPROVED EMAIL

Approved Email offers personalized email interactions in a secure and controlled way.

At W3 life we create and develop responsive, versatile templates with personalized content, for the direct sales team to interact with physicians and healthcare professionals.



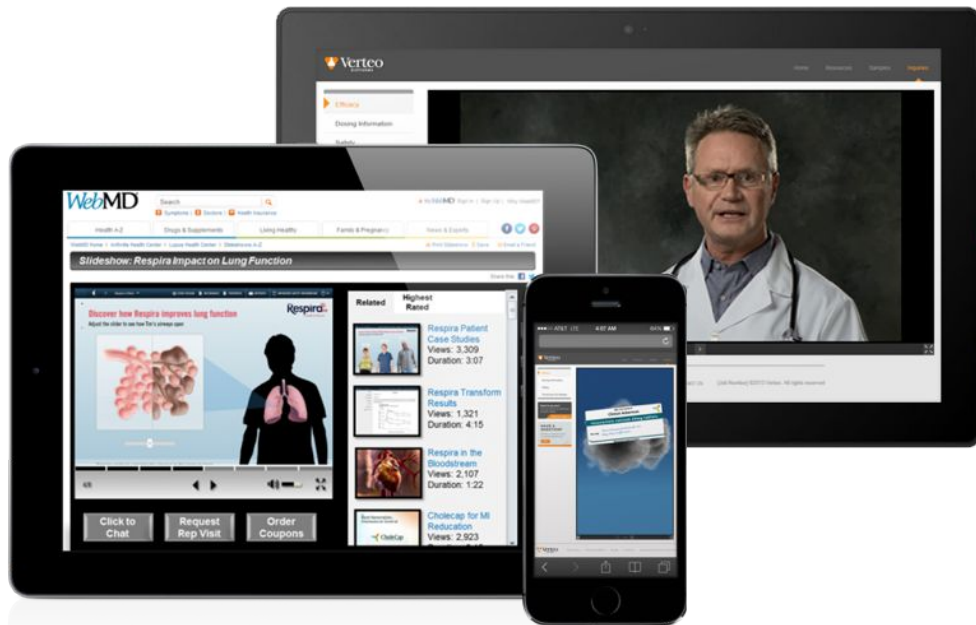
VEEVA SERVICES

3. ENGAGE MEETING

We deliver a powerful tool to the sales team by combining remote viewing best practices with our extensive experience in UX, content strategy, and Web Design. Presentations load quickly, are beautiful, and have an impact for the physician.

We ensure each slide can be viewed properly on an iPad and desktop.

We create new presentations and leverage existing CLM presentations, integrating all the material into one tool.

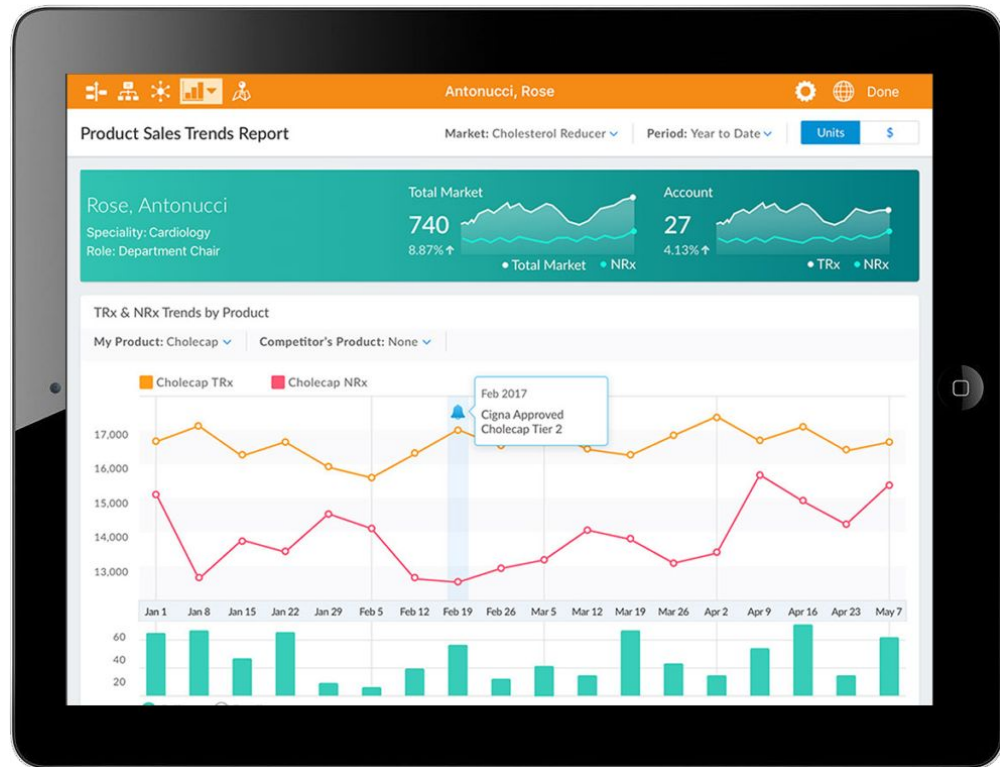


VEEVA SERVICES

4. MY INSIGHTS

Using the resources offered by *My Insights*, we analyze the collected data, build customized reports, and plan communication strategies.

We create dashboards with custom views based on the specific information that needs to be highlighted for each role, activity, and analysis.



CASES

TAKEDA CALCULATOR SIMULATOR CLM

Takeda
ONCOLOGY

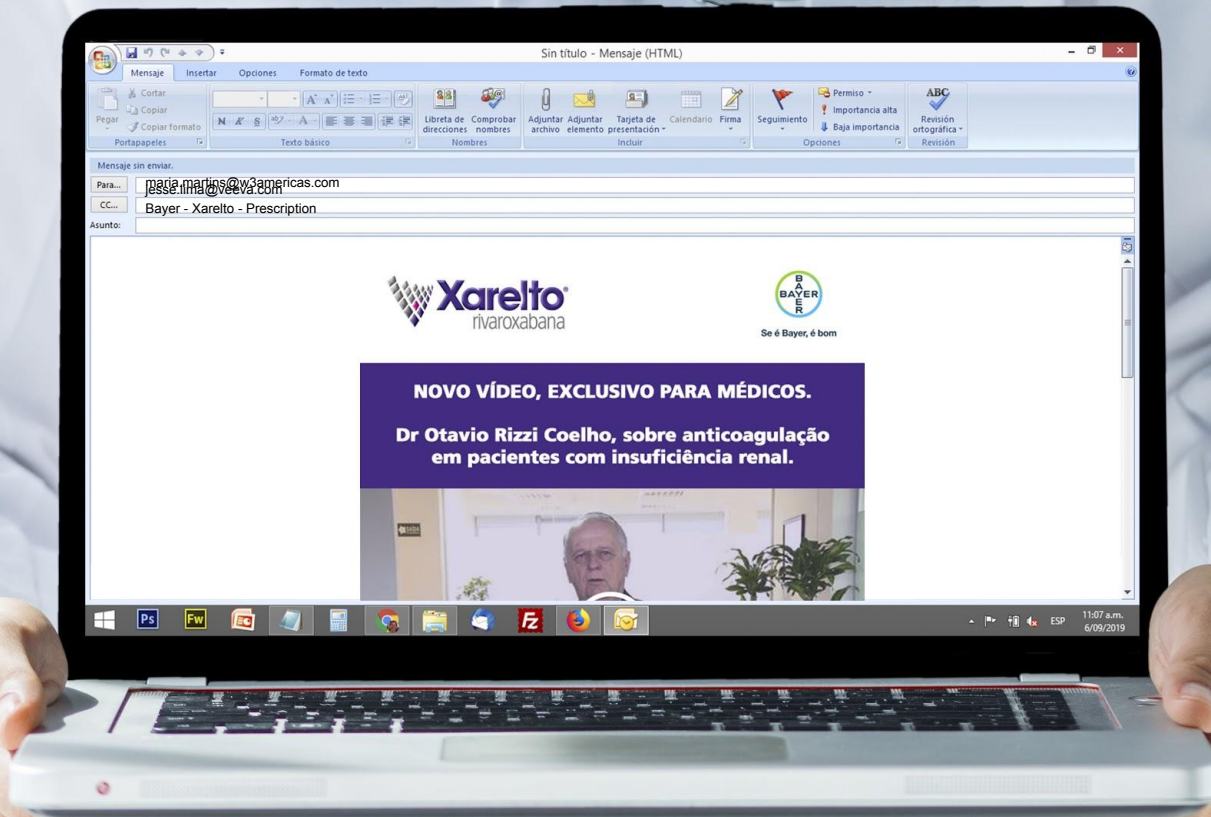
PRIMEIRO INIBIDOR DE
PROTEASSOMA ORAL

CALCULADORA DE RENTABILIDADE

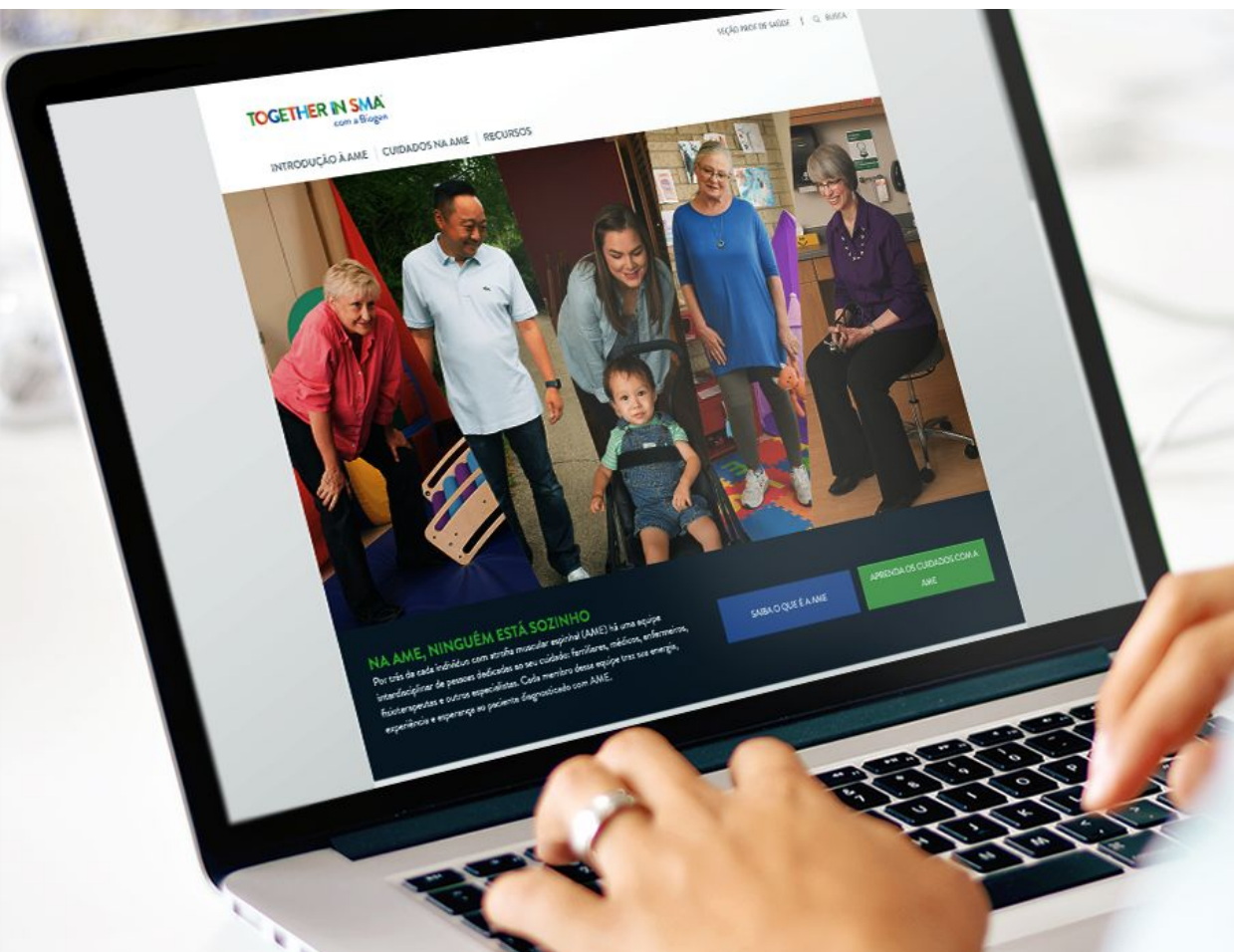
ESTADO		DROGA I	DROGA II	DROGA III	SELECIONE
	SKU	4 MG	SKU	SKU	
CLINICA PRIVADA	Unidades Transacionadas	1	5 MG X 21 10 MG X 21	0	
REEMBOLSO	Preço Fábrica	22,148.02	15 MG X 21	5.609,88	
	Indenização	0,0%	25 MG X 21	0,0%	
	Receita Final	22,148.02	16.698,00	67.318,56	
CUSTO OPERACIONAL	Desconto Recebido	0,0%	0,0%	0,0%	
	Custo de Aquisição	22,148.02	16.698,00	67.318,56	
	Outras Despesas	0,00	0,00	0,00	
	Custo Final	22,148.02	16.698,00	67.318,56	
MARGEM DA INSTITUIÇÃO	Margem \$	0,00	0,00	0,00	
	Margem %	0,0%	0,0%	0,0%	

SIMULAR >

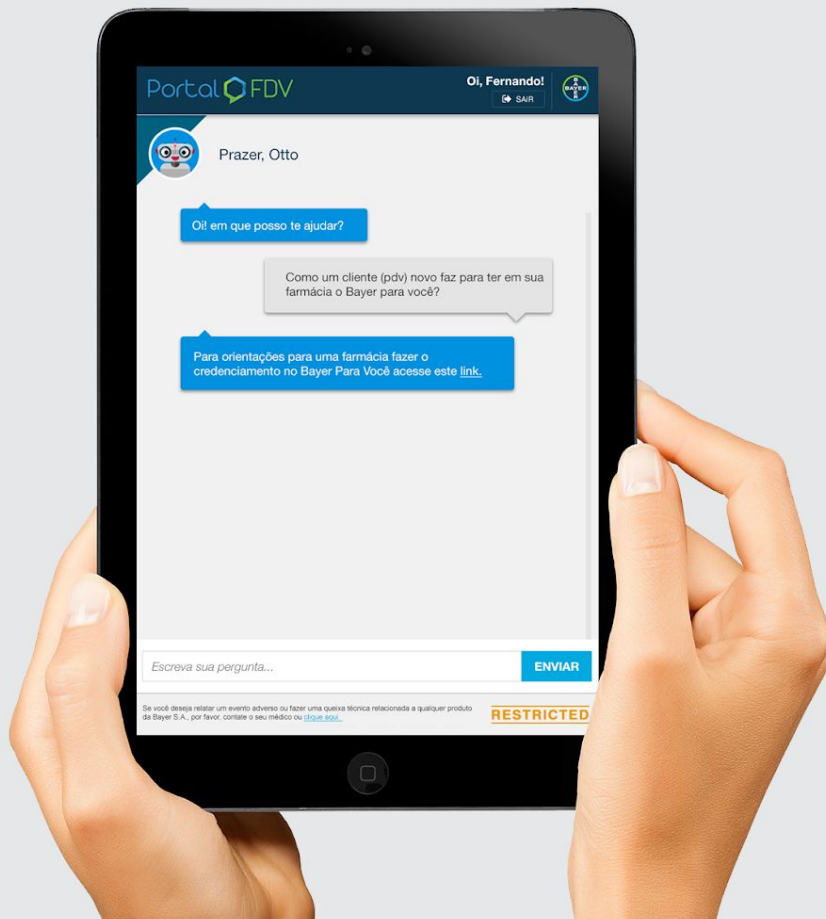
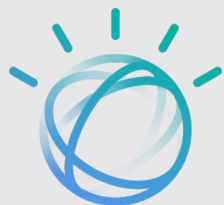
Preços e valores de site <http://portal.takeda.com.br/indicadores/precos>, publicado pela Portaria Secretária Executiva - CMEI



BAYER
VEEVA
APPROVED
EMAIL

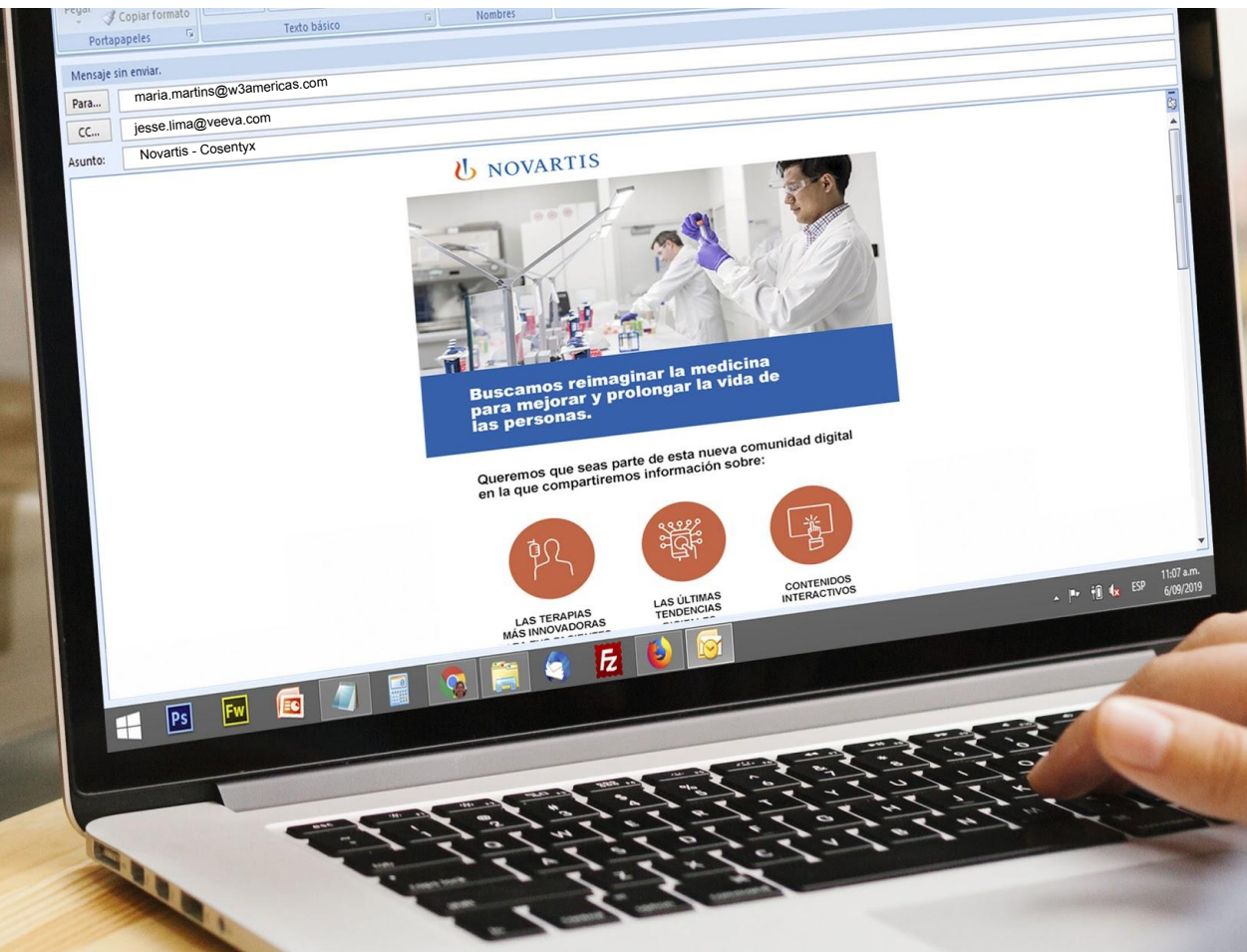
BIOGEN**TOGETHER IN SMA****DISEASE AWARENESS
CAMPAIGN**

BAYER SALESFORCE SUPPORT CHATBOT



BOEHRINGER INGELHEIM INTERNAL COMMUNICATION CAMPAIGN

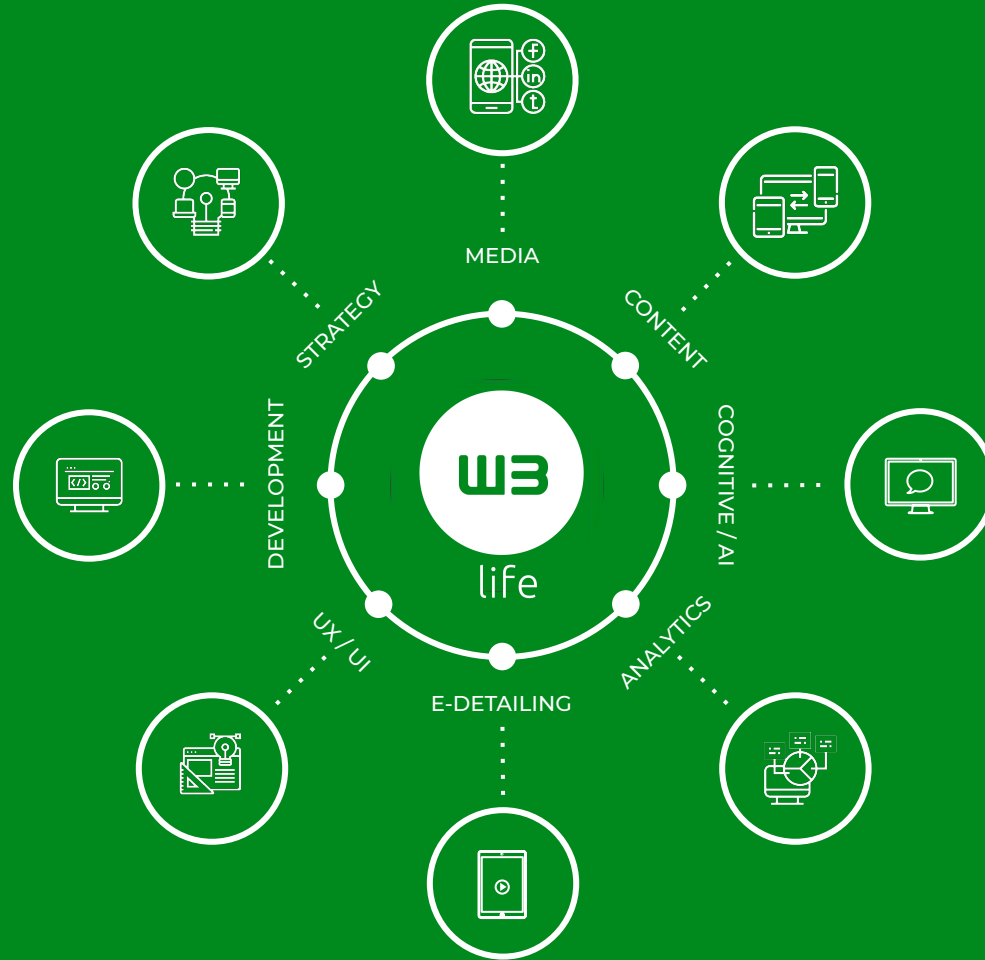




NOVARTIS SALESFORCE MARKETING CLOUD CAMPAIGN



marketing cloud





HUMANIZING **DIGITAL** CONNECTIONS



DALLAS

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