

Channel mix optimisation report

Field group: Pancreatic cancer specialists, UK, Q1 2015

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Background

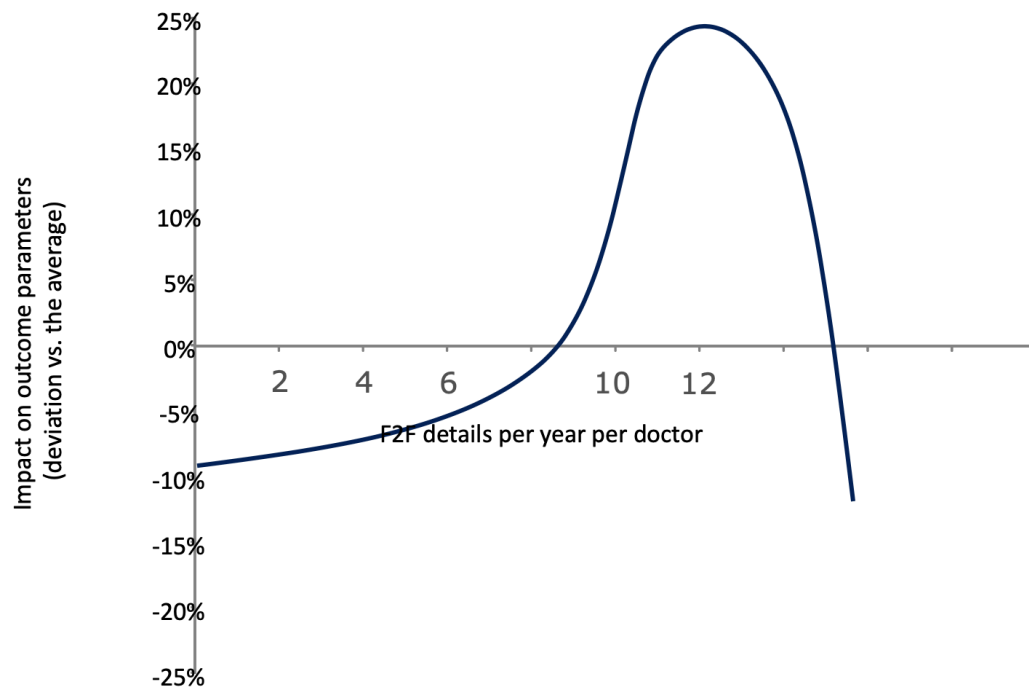
Like all consumers, physicians have preferred ways and means (“channels”) of communication and optimal frequencies of interaction through each of these channels. Getting the channel mix right is critical for good brand performance.

Below are four channels of communication:

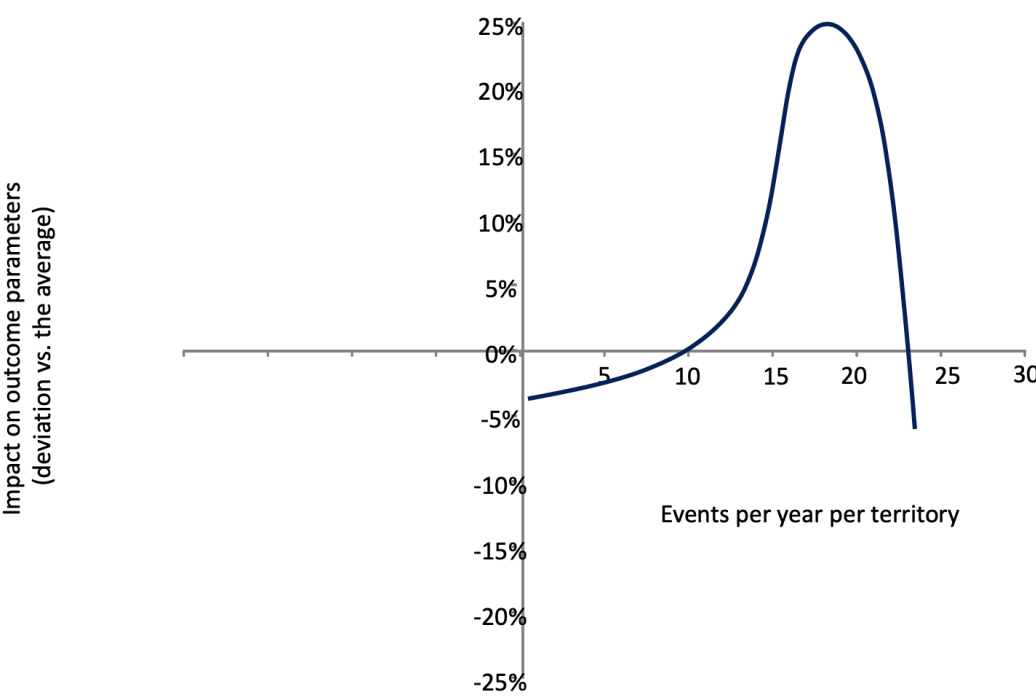
- F2F detailing via a representative
- Medical Education
- Unsolicited emails
- Hard mail (brochures and information by post).

This tells you optimal frequencies – look at these data along with the “Internal promotional activity” and “Competitor promotional activity”. Who has their channel mix well aligned with physician preferences?

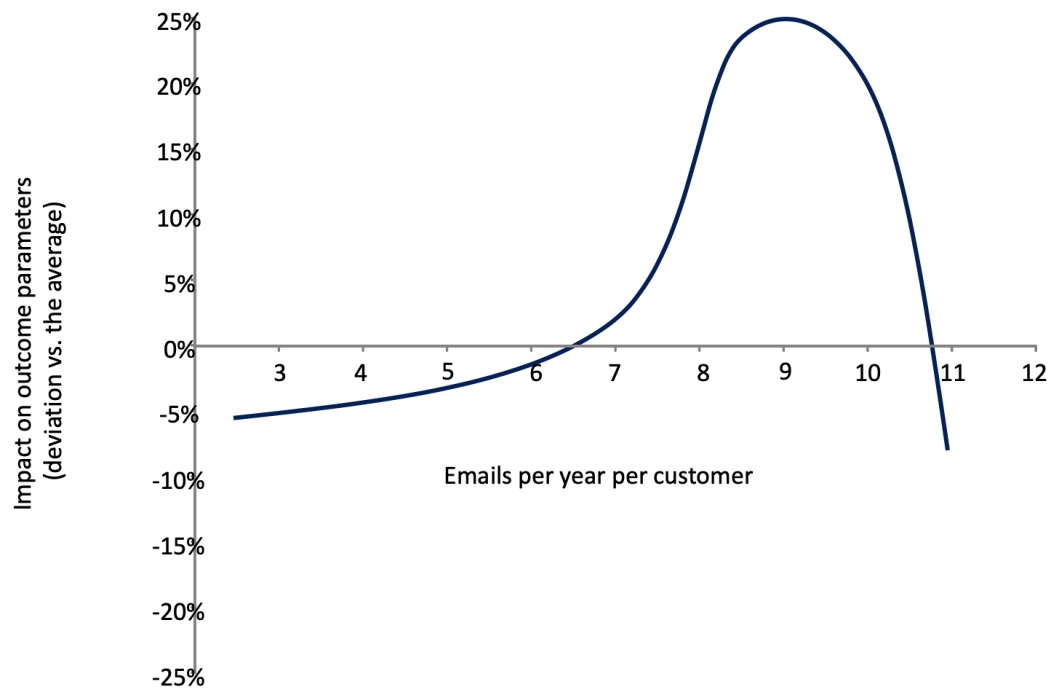
Face-to-face detailing



Medical Education



Unsolicited emails



Hard mail

