

Allergan

Global Fortune 500
pharmaceutical company.



SERVICES

Strategy, Technology, Data



SECTOR

Pharmaceuticals



TECHNOLOGY

Technology & Data Services



WEBSITE

www.allergan.com/en

Allergan plc (NYSE: AGN), headquartered in Dublin, Ireland, is a global pharmaceutical leader focused on developing, manufacturing and commercializing a portfolio of products. Allergan delivers life-enhancing innovations to help people around the world live healthier lives. We market a portfolio primarily focused on four key therapeutic areas including medical aesthetics, eye care, central nervous system and gastroenterology.

► CHALLENGES / OBJECTIVES

The pharmaceutical industry traditionally has been plagued by a lack of cohesive consumer data (B2B and B2C). Allergan lacked the data intelligence and visualization tools needed to properly market product offerings to its customers and was in need of a solution to uncover hidden revenue opportunities and drive further customer retention.

► SOLUTIONS

- Mapped existing CRM data to give Allergan a 360° view into their customer data
- Optimized the data ingestion process into their CRM solutions to ensure the right data was being captured
- Developed and launched omni-channel marketing campaigns across web, email, social and mobile
- Provided further insights into consumer content, branding and messaging
- Implemented a proprietary customer loyalty program with advanced fraud detection
- Streamlined the processes and orchestration strategy and provided program management support

► RESULTS

- \$8M in Revenue - Turned robust data sets into rich insights that allowed Allergan to drive \$8M in revenue on one day through a single campaign
- 24 Additional Campaigns - Ran 24 additional campaigns with Allergan in 2019 that drove millions in additional revenue
- 250K Patients Reached - Through its customer loyalty program, Transcend Digital enabled Allergan to manage its 25k doctors offices, reaching over 250k patients
- \$50M in 2019 - Transcend Digital implemented advanced data analytics with machine learning models for fraud detection that helped save Allergan over \$50M in 2019

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