

HOW TEVA CRAFTED A NEW STRATEGIC VISION WITH EXISTING TECHNOLOGY

Global pharma leader Teva achieved modern marketing through robust data, personalized customer experiences and fully leveraged technology.



LANDSCAPE

In late 2019, Teva's multichannel marketing group realigned their goals to focus on strategic leadership and enterprise vision. They needed to craft a vision for the organization's tech infrastructure, data ecosystem and customer experience.



CHALLENGE

Teva was collecting relevant data but seeing significant delays in actionable reporting. Their brand messaging was consistent across channels, but customer engagements weren't targeted based on behavior. And while their tech stack was robust, the infrastructure wasn't connected in a way that enabled automation. They needed support, and Intouch B2D answered the call.



APPROACH

We partnered with Teva to conduct an in-depth audit across data, customer experience and technology. After analyzing the data ecosystem, Teva's Salesforce Marketing Cloud (SFMC) architecture and how tech was being applied across the enterprise, we developed best-practice recommendations based on the solutions Teva currently owns.



SOLUTION

Intouch B2D presented a technology enterprise roadmap that included recommendations for Salesforce and data optimizations that would enable:

- Cross-channel journey management
- Improved segmentation through Google Analytics integrations
- Dashboards populated with real-time customer behavior data

RESULTS

SFMC Optimization

Implemented best-practice recommendations

Datorama Pilot

Enabled cross-channel data collection

Customer Journeys

Established 360-degree view of the customer



The strategic vision and operational expertise provided by B2D gives me great peace of mind on our path forward."

Jon Miller, VP Strategy and Commercial Operations