CPM
CUSTOM PRODUCT MARKETING
WE MAKE THINGS HAPPEN

DESIGN ✓

DAM ✓

MLR ✓

CODE
Front-end web designers are HTML/CSS experts who incorporate a hybrid skill set of designer and developer

TEST
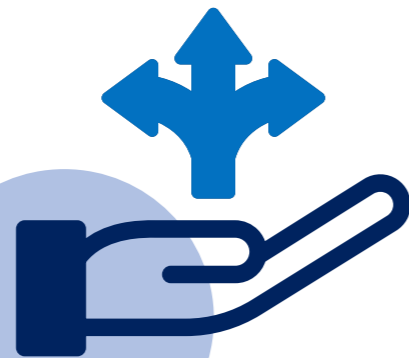Specialized QA of all assets across the most widely used browsers and devices

GUIDE
Subject matter experts for branded and unbranded HCP/Professional material

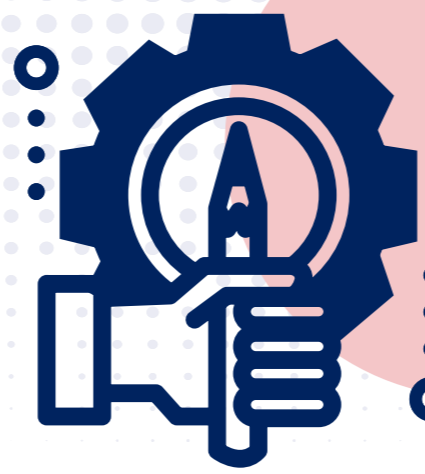MLR Managers dedicate 50+ hours/year to continuing education and certification training

TAG
Management and application of third-party tags

Tailored reporting of asset availability based on pharma, brand, indication, or message

CREATE
Well-versed in all industry standard design applications

All tactics are fully designed and coded from the start, lessening time to launch once approved

REVIEW
Veeva Vault Certified

Trained in 20+ instances of Veeva Vault across multiple pharma companies and brands

ARCHIVE
Asset Library Management ensures a systematic approach to efficiently storing, retrieving, and evaluating custom branded digital assets

INNOVATE
Premium capabilities include animation, motion graphics, and customized illustrations

150+ hours/year of ongoing education, ensuring the best practices for design and development
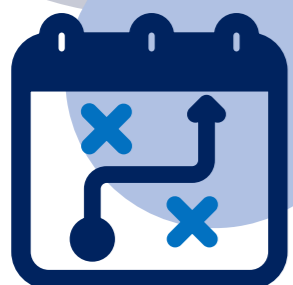
STRATEGIZE
Innovative submission formats to streamline and minimize submissions

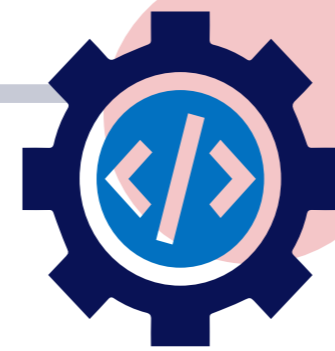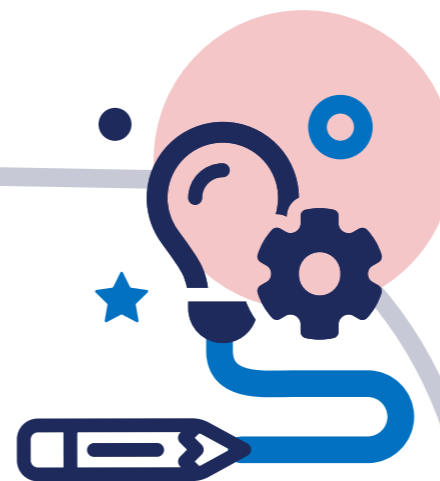Experienced in managing submission of NEW product and tactic types

MEDPAGETODAY®