Creating connections:
An Epsilon client story
Epsilon’s real-time messaging helps large pharmaceutical company increase response rates

The story.
- The client sought to increase open and response rates for an immunosuppressant product’s Welcome email.
- They also wanted to create two versions of the email (Nurse Ambassador (NA) program and non-NA patients).
- Epsilon switched batch messaging to Agility Harmony’s real-time email solution that allows users to receive an email upon their online registration.
- We developed two versions of the email to make the messaging relevant to the patient, and to set expectations of a call from a NA where applicable.

The results.
- Customers who received real-time emails had a 4.5% higher open rate than those who received batch emails.
- Click rates for both versions exceeded benchmarks by 2X+.
- There was a 39% increase in Nurse Ambassador call completion.

4.5%  
Lift in open rate vs batch emails

2X  
Click rate vs. benchmark

39%  
Increase in Nurse Ambassador call completion
Real-time email consumer lifecycle

Registration
User registers online

Data Capture
Data captured in Epsilon Real-time repository (RTR)

Deployment
User receives the email in Real-time
The company offers a Nurse Ambassador program to support patients

- Patients in this program receive a call from a nurse to provide patient support, education and to answer questions.
- Prior to the email revamp, patients did not know to expect this call and therefore, many did not answer it.

39% Increase in Nurse Ambassador call completion