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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

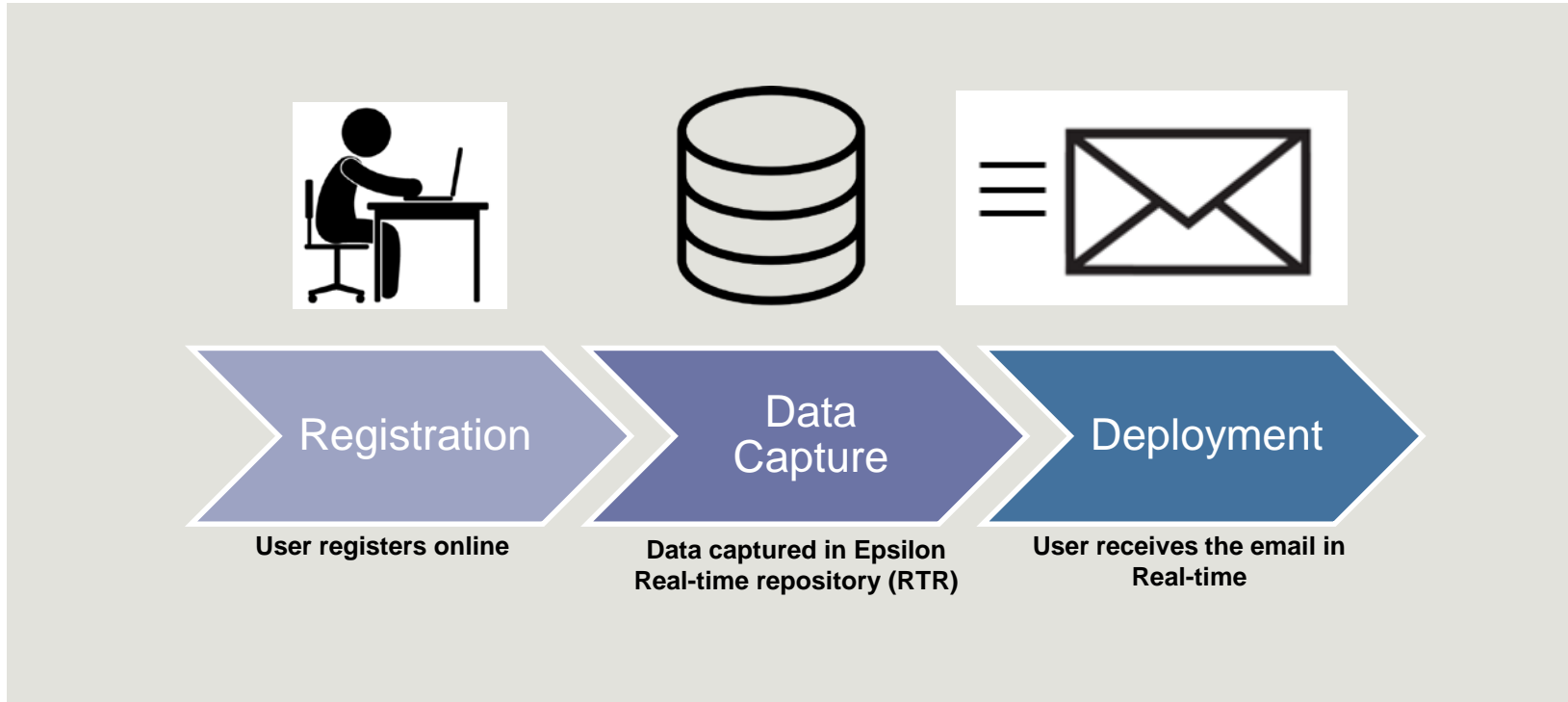
Click rate vs. benchmark



39%

Increase in Nurse Ambassador call completion

Real-time email consumer lifecycle



The company offers a Nurse Ambassador program to support patients

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- 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**