

Case Study

Medgini's WhatsApp Campaign Success





Overview

A leading Indian pharma company aimed to boost product visibility and drive quick Rx actions. Traditional channels like SMS and email had hit engagement saturation, while field force dependency caused delays. The brand needed a fast, compliant, and high-recall communication solution.

Business Requirements:

- Drive product interest and sample requests
- Reach doctors directly with minimal delays
- Overcome low engagement on SMS and email
- Enable smooth handoff to medical reps for conversions

The Solution

Program Type: Multi-Wave WhatsApp Campaign using Medgini's Opt-in HCP Base

Execution Strategy:



Targeted Audience Segmentation:

By specialty (GPs, Dentists, Gynae), region, and past interaction



Smart Message Flow:

Crisp product messaging with visuals

Buttons: "Call Now," "Know More," "I am Interested"



Automation & Interactivity

- Personalized doctor names
- MR handover upon button click
- Real-time replies and action triggers



Tool Used

Medgini's WhatsApp Marketing Suite

(20,000+ opted-in HCPs, 100% compliant delivery)

The Impact

Even though both are the two income-generating activities in a business, here are 5 differences between marketing and sales:

	Before Medgini	After WhatsApp Campaign
Open Rate	32% (email)	94% (WhatsApp)
Rx Enquiry Rate	5%	15%
Sample Requests	Baseline	+68%
MR Callback Requests	Low	Tripled

✅ Campaign CTR: 33%

📈 3X higher engagement than SMS & email

🔔 Reached doctors even on non-working days

Future Requirements & Roadmap

Add auto-response bots for FAQs

Integrate with MR CRM for seamless lead flow

Expand to therapy-specific broadcast journeys

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