

# From Disconnected to Data-Driven

Targeted Business Intelligence Helps Biopharmaceutical Company Book One Million Flu Vaccine Doses



## WHAT WE DID

Inside Sales

Data Analytics

Lead Generation



## INDUSTRY

Healthcare | Biopharmaceutical



## RESULTS

Nearly 1 Million Pre-Booked  
Vaccine Doses

88% Closed-Won Rate

47% Conversion Rate From  
Detailed Accounts



## Lack of Customer Data Created Daunting Market Re-Entry

### CHALLENGES

Customer data access and control previously held by 3rd-party

Competitive market re-entry

### [SITUATION]

Our client, a global biopharmaceutical company, wanted to re-enter one of the most competitive healthcare markets in the world. After four years of delegating US sales and distribution of its influenza vaccine to a third party, the company made the strategic decision to resume control of its domestic sales force, leaving them with no access to customer data, including purchase history, no reliable sales reporting, and no account-level data to inform its re-entry strategy. With no strategic way to support targeting or outreach, their market re-entry was at risk.

The client engaged MarketSource to regain visibility and control over its customer base, identify potential targets, generate qualified sales opportunities, and re-enter the market strategically and efficiently.



## Data-Fueled Inside Sales Team Enabled Strategic Market Re-Entry

### [SOLUTION]

We built a re-entry strategy upon two pillars: data intelligence and inside sales execution.

We leveraged existing healthcare data from a variety of sources and applied advanced analytics to identify the most valuable target markets and segments, with a focus on pharmacies—a high-value target. This effort resulted in a comprehensive list of target facilities. Of these, we sourced and enriched over 30% directly from our data warehouse, including verified contact details, firmographic profiles, and demographic insights.

These data analytics enabled us to pinpoint the client's market potential. Aligning with the client's strategic objectives, we built a targeted call plan designed to ensure full coverage of priority accounts.

### KEYS TO SUCCESS

Robust access to proprietary data

Data-informed target market segmentation

Dedicated inside sales team

## Real-World Results



88% Closed-Won  
Rate



Nearly 1 Million  
Pre-Booked Vaccine  
Doses



47% Conversion  
Rate From Detailed  
Accounts

# 88%

closed-won rate  
from accounts  
sourced from  
the internal data  
warehouse.

Of the pharmacies we identified, the team activated 44%, detailing the product in 24%. Our team qualified nearly 50% of the target accounts, 75% of which originated from contacts we identified through our data warehouse. Accounts sourced from the internal data warehouse achieved an 88% closed-won rate and accounted for 57% of all open opportunities. Ultimately, the team posted a 47% conversion rate from detailed accounts and successfully pre-booked nearly 1 million doses of the influenza vaccine for the upcoming season.