

Turn prospects into educated end-users.  
All you need is the right **SpringBoard**.



quaero.  
*springboard*<sup>SM</sup>






With your DTC marketing, you have two critical goals: to get prospects to respond, and to educate responders to go to their physicians and ask for your product.

Most telemarketing companies and ad agencies don't have the insight or resources to achieve these goals with every campaign. But they can – and you can – with Quaero SpringBoard<sup>SM</sup>.

Visit our web site at  
**quaero.com** to learn more  
about SpringBoard.



Quaero SpringBoard is a hosted relationship marketing system designed to maximize the value of your DTC marketing investments. It enables you to clearly see who is responding to your message; pinpoint placement in the customer cycle; and then create segments and targets that guide them to take the next steps – all the way into the doctor's office.

For more on maximizing your  
pharmaceutical marketing,  
call **877.570.2199**.



## SpringBoard provides a complete solution:

- A centralized marketing database to maintain comprehensive and timely information about consumers that respond to your programs
- Reporting and analysis capabilities to allow you to profile, segment, and better understand the interests and needs of responders
- Campaign management tools to help you structure ongoing programs to help educate and improve persistency and compliance
- Analytical capabilities to help you track and evaluate the business impact of your DTC marketing programs.

Read more about SpringBoard's industry-best marketing applications at [quaero.com](https://www.quaero.com).



Easy to use and completely web-based (no software to buy or install), SpringBoard may be accessed securely by your marketing team, your agency or any partners you choose. The system is implemented and supported by marketing and technology experts with experience in pharmaceutical DTC marketing – so they understand the regulatory requirements, the privacy concerns and the need for programs to be effective and compliant. And SpringBoard can be installed and supporting your DTC programs in just 90 days.

Call **877.570.2199**  
to schedule a demonstration.



## Track response to your DTC advertising campaigns.

SpringBoard's centralized data mart automatically pulls respondent information from all relevant channels – call center, website and fulfillment house – then standardizes and consolidates the records for future use.

## Segment responders and tailor communications.

SpringBoard captures significant details, accurately identifying the responders who are currently taking a drug, have a prescription but haven't taken the drug, have symptoms but haven't seen a doctor, etc. Robust data mining tools enable you to segment groups; sophisticated analytics tools help you identify responders that offer the highest potential return; and an industry-leading campaign management application lets you tailor communications and then track their effectiveness.

To improve the financial  
impact of your DTC marketing,  
call **877.570.2199**.



## Measure impact of your DTC marketing programs.

The campaign management application tracks results from campaigns as well as surveys and loyalty programs. Data is funneled back to the Marketing Knowledge Center, from which results may be reported in real time. With SpringBoard, you can determine if your programs are building awareness, generating trials, educating users about benefits, driving more doctor visits and improving compliance and persistency – and report results to your client.

## Measure your long-term ROI.

SpringBoard's combination of best-in-class applications give you all the tools necessary to record and interpret results and ultimately measure marketing ROI. The Marketing Knowledge Center acts as a performance dashboard, a single source for viewing the results and impact of DTC marketing programs in the short term and over time.

Leverage SpringBoard  
for critical insights.  
See how at [quaero.com](https://www.quaero.com).



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[quaero.com](http://quaero.com)

Quaero.  
*Springboard*

ACCELERATING  
MARKETING  
PERFORMANCE