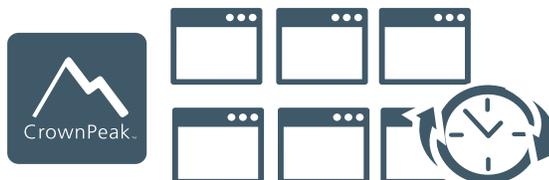




VS



## THE BUSINESS CHALLENGE

With increasing margin pressures, a global pharmaceutical company was looking for ways to improve customer engagement across all digital touch points. Their existing platform did not accommodate the rapid deployment of marketing sites and the organization struggled to create mobile sites that would meet regulatory compliance requirements.

## THE SOLUTION

The company selected CrownPeak because it could launch mobile sites that worked with existing systems and could meet industry regulatory requirements. The mobile sites launched in just eight weeks and exceeded engagement and conversion expectations. The rapid launch process and their success led the company to choose CrownPeak as a global standard for all digital experiences. Key factors in the decision to partner with CrownPeak were:

- **Agile Content Marketing:** CrownPeak enabled the company to support marketing initiatives around the globe while adhering to complex regulatory requirements. The platform worked seamlessly with existing legacy systems and allowed the team to rapidly create and launch new digital experiences.
- **Native Mobile Capability:** The ability to design, build and launch responsive websites, microsites and mobile-optimized experiences directly from the platform—with no technical support resources—allowed marketing to focus on creating engaging digital content instead of spending long hours talking with IT about what technology to use. The resulting mobile campaigns having significantly enhanced the customer experience.

- **Enterprise Security & Governance:** In a highly regulated industry, security and regulatory compliance are a critical requirement for IT. The company's IT organization supported using CrownPeak as a global standard based on CrownPeak's SSAE 16 certification and TRUSTe Safe Harbor designation which was above and beyond what the hosting infrastructure provided.

## THE BUSINESS BENEFITS

CrownPeak enabled the international pharmaceutical company to achieve its goals of quickly implementing mobile-optimized campaigns and improving customer engagement. Today, its marketing teams have a global, agile content marketing solution they can leverage to create any digital experience. As the global standard, they expect to launch thousands of digital experiences on the platform over the next few years.

*"Standardizing on CrownPeak allowed us to modernize our global brand and bring sites to market faster and cheaper than we ever could have done with our legacy platform."*

VP MARKETING

1. Native Mobile
2. Speed to Market
3. Enterprise Security and Compliance