



HEALTH AND LIFE SCIENCES USE CASE

Einstein Recipes - Healthy Living, Products, Patient Stories, Patient Services

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Available In	all editions
Channel(s)	Web
Play Title	Health & Life Sciences - Research, Discover, Validate
Use Case Name	Einstein Recipes - Healthy Living, Products, Patient Stories, Patient Services
Use Case Overview	<p>Einstein Recipes provide the chance to engage with your site visitors at a 1:1 level. Start by taking all of the great things on your site (healthy living articles, patient stories, patient services or products you sell to the medical industry) and storing those in the Interaction Studio catalog. Then, by looking at the unique affinity to the different types of articles each visitor has, Einstein Recipes will determine the articles or products they are most likely to engage with next. In this case, we look at Einstein Recipes across the three different stages of the non-patient journey, detailing how the recipes can be used to drive site visitors closer to the goal of becoming a patient.</p>
Targeted Audience	B2C/B2B, Depending if you're marketing to Physicians/Hospitals or Patients directly.
Location	Typically within the home page or condition overview page, or within a specific blog, resource or product detail page.
Business Challenge	<p>You have lots of content and resources that your marketing team is producing to support the patient addition process. As good as the articles are, the challenge is getting them in front of the right people at the right time. By understanding the attributes of the articles and products, and matching them with the affinity or intent a visitor is showing, you can present items to them, at different stages of their journey, that are more likely to resonate. This will lead to an increase in patient conversions for physicians, or pipeline conversion for producers and manufacturers.</p>
Personalization Solution Approach	<p>Einstein Recipe recommendations can be used across the site. If a visitor is new to the site, you can use the information you have, however limited, to recommend blogs or condition and treatment articles. As your visitor engages with the site and looks at more discovery based articles (<i>like specific condition details, or a specific Care Provider's profile</i>), you can use the information learned from the resources they have interacted with the most, for the longest time, to present the most relevant items back to them.</p> <p>Finally, knowing the conditions, symptoms, or Care Providers they are most interested in, or the specific service you are offering; you can present case studies based on their interests, increasing the chances they will read it, and move on to fill out a form or make an appointment.</p> <p>It's important to remember, everything you're doing here is intended to present the most relevance to the potential customer, as such, thinking about <i>who</i> that customer is going to be is critical. Whether you develop and produce medications, or represent PCP's, thinking through your</p>

messaging will be critical here.

Suggested Campaign

[Web Content Zone Recommendations](#)

[Web Popup](#)

Configure Your Campaign

[Create your segment](#) based on the stage the visitor is at in the life cycle. You may create a segment of new visitors to recommend blog articles, or a segment of return visitors or visitors who have consumed blog and research articles to work with a 'Discover' recipe.

Use the instructions below in conjunction with the personalization solution approach above to build your campaign.

1. [Create a Web Campaign from a Template](#)
2. [Use Targeting Rules for Web Campaigns](#)
3. [Templates - Developer Documentation](#)

Considering Your Goals & Testing Approach

Goals:

- The primary goal is to have the visitor click and read the recommended articles.
- The secondary goal is to drive visitors down the funnel so that they can download more articles, and become a lead.

[Best Practices Doc for Testing Approach](#)

Before You Publish Your Campaign

Review the [Create a Campaign](#) steps and [Test Your Campaign](#) before setting your campaign live.

Review & Interpret Your Results

Consider a visitor's interaction with a particular page, including how they arrived there and what they're expecting.

Use the documents below to help you set up your campaign stats screen and interpret your results.

[Campaign Statistics](#)

The hypothesis for this campaign is presenting relevant articles will increase interaction with your site, and keep the visitor more engaged. You can expect that the test group will have a higher goal completion rate than the control group.

You can also expect that the group who see an Einstein Recipes message will convert at a higher rate.

Recommended KPI's:

- Time on site
- Page views
- Content downloads
- Email provided
- Complete a form
- Make an appointment

Optimize Your

Review the [Recommended Optimizations Based on Key Performance Indicators](#) to see where you

Additional Resources

[Interaction Studio e-Campus Knowledgebase](#)
[Support](#)



Use Case

can optimize based on the results you are seeing.

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