Evaluate

Data Feeds & APIs

CASE STUDY: Pharmaceutical product data feed into CRM for a pharma industry supplier

Challenge: Client's revenue model relied on identifying opportunities early in a product's lifecycle, but their sales team often struggled to get the necessary visibility for current or potential clients.

Approach: Evaluate worked with the client to define a data view providing early stage company and pipeline data that met their needs, and developed a data feed solution that matched the requirements of their CRM.

Outcome: The client sales team received direct access to a wider opportunity network, allowing them to stay better informed on their current accounts and screen for new clients proactively.