



Adoption of omnichannel strategies in Life Sciences

In the fall of 2022, Definitive Healthcare surveyed leaders at life science organizations to learn more about their teams' use of omnichannel strategies and the challenges they face in implementation and measurement. Here's what we found.

Respondent industries



15.8%

Biotechnology



34.2%

Medical device
Medtech



39.5%

Pharmaceutical
Biopharmaceutical



10.5%

Other life science

Current use of omnichannel strategies

USE OF OMNICHANNEL STRATEGY



60%

Yes



16%

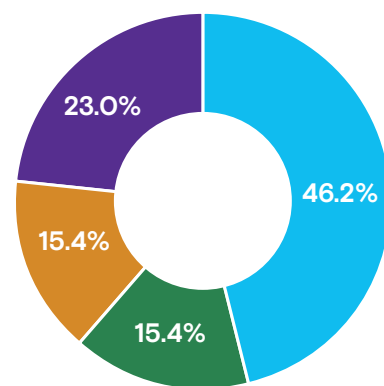
No



23%

I'm not sure

LENGTH OF TIME OMNICHANNEL STRATEGY HAS BEEN IN PLACE



0-2 years

2-5 years

5 or more years

Unsure

Measuring omnichannel effectiveness

THREE MOST VALUABLE DATA INPUTS



Historical engagement metrics

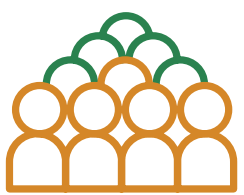


Identity resolution



Website visitors

PRIMARY METHOD TO MEASURE



Fifty percent said:
Per tactic methods through multiple disparate software licenses

BENEFITS FROM IMPLEMENTING OMNICHANNEL STRATEGY



Additional channel and outreach options



Increased engagement with customers and prospects

KEY OMNICHANNEL PERFORMANCE METRICS



62%

Brand awareness



54%

Revenue



46%

Open and conversion rates

What it all means

For life science companies, omnichannel strategies can result in increased customer and prospect engagement and expanded outreach channel options. The strategies aren't free of additional expense—many report investing in additional resources and promotional spend to implement. But the increases in brand awareness, conversion rates, and revenue demonstrate the value of omnichannel.

To learn more about omnichannel—[connect with an expert](#) or download our [e-book](#).