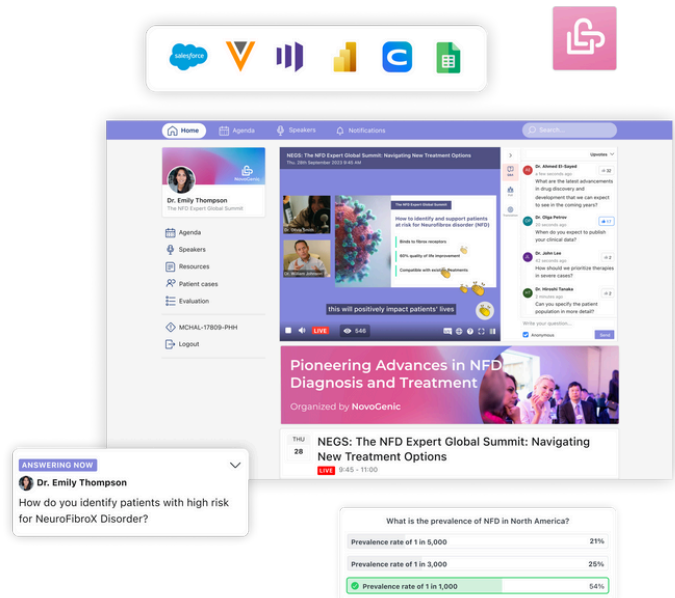


Omnichannel HCP Webinars

Announced: 2020, Status: Mature, Customers: 100+

Onomi Omnichannel HCP Webinars

is an advanced webinar solution designed for life sciences, enhancing HCP engagement through seamless and deep CRM integration, and interactive features. It offers customizable registration, pre-event and post-event engagement, and detailed analytic - ensuring a compliant and branded experience across all devices.



Key benefits

- Orchestrate personalized journeys for your HCPs
- Create branded and interactive webinars
- Enterprise-grade compliance and scalability
- Fully integrated into your CRM with analytics, reporting, and insights

Measurable impact

50%

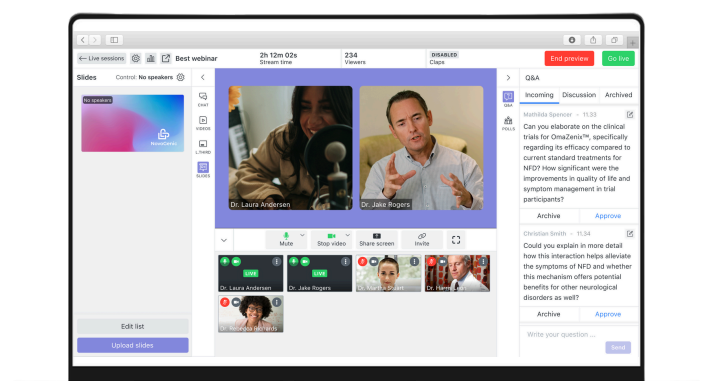
Less drop-offs in webinar engagement

15

Average engagement data points

2x

Increase in conversion rate from registrant to attendee



Solution capabilities

Deep CMR integration

Webinars are seamlessly integrated into your omnichannel journey through native, deep, and bi-directional CRM connections. The Veeva Onomi Sync App exemplifies this integration, allowing you to streamline event management and drive next-best actions with informed event insights.

Scale your programs

Onomi Backstage is a powerful no-code event app builder that enables the creation of rich and flexible webinar experiences. It supports scalability through easy-to-use templates, allowing you to expand your programs effortlessly.

Customization and branding

Ensure an on-brand experience with customizable platforms available in both web browsers and native mobile apps. This customization helps maintain brand consistency across all event touchpoints.

Registration landing pages

Boost registration conversion rates by creating advanced registration pages with a conditional form builder. Include detailed information about the webinar, such as agendas and speaker information, to attract and inform potential attendees.

Built for personalization

Create segmented event marketing email journeys for relevant and targeted communication. Personalize the content displayed to your HCPs before and during the webinar, based on detailed segment information, ensuring that each attendee experiences a tailored and engaging event.

Pre-event engagement

Grant attendees early access to the platform to spark engagement well before the event. This access allows for pre-event surveys, interactions with other attendees, and engagement with relevant content, fostering anticipation and early involvement.

Live streaming Studio

Manage multiple-speaker live-streaming sessions with ease using the web-based Onomi Studio. Provide presenters and moderators with a green room to manage slides, pre-recorded videos, and interactivity tools to engage with HCPs in real-time.

Interactivity

Create an interactive experience with features like polls, chat, Q&A, word clouds, notifications, and more. Engage attendees through breakout sessions, group chats, gamification, and video chats to foster a dynamic event environment.

Localize

Scale programs globally and maximize engagement with translations of the platform and multiple options to translate your live webinar, including live interpretation and automated closed captioning with translations in 30+ languages.

Surveys

Collect valuable insights from attendees with post-event surveys and feedback forms. Automatically generate certificates of attendance, available for download after form completion, to encourage feedback and gather more data.

Replays and Content Hub

Offer on-demand replays of webinars on your platform. Additionally, create a content repository with a Onomi Content Hub to provide ongoing value to attendees and to repurpose your webinar recordings with a gated Content Hub for your HCPs.

Granular analytics

Capture detailed real-time performance analytics for virtual events. Generate hundreds of data points for each attendee to enhance your omnichannel engine and drive informed decisions.

To find out more, book a demo with a Onomi expert.