

Consolidate digital content purchase for global distribution



Client Challenge

- Global Marketing teams looking to digitally distribute key clinical paper for coordinated global launch.
- Each participating country has local codes and quantities to purchase from their own budget.
- Global Marketing requires performance metrics for each region.



Compas Strategy

- Gather local requirements/details
- Consolidate quantities and issue shared pricing to each country
- Purchase a single global license from the publisher
- Create separate Trustrack links for each country that pull from Global license
- Issue monthly global metrics to Global Marketing



Compas Solutions

- Our solution, Trustrack, offered by Tangent90, offers global distribution of key clinical data with streamlined process
- Significant local cost savings through consolidation
- Global markets only pay for what they require
- Receiving a single report for ease in global performance review
- Local requirement adherence and compliance

Results and Learnings



Combined 51% in global savings



Global Marketing was able to view which countries needed to diversify distribution strategy for maximum exposure



Countries with local TOV cost caps were able to participate with global initiative using their own budget due to lower upfront costs from consolidation