

PURPLE AGENCY

BEAUTIFULLY-CRAFTED,
BIG IDEAS THAT ACTUALLY
GET MADE, AND WORK

STRATEGY
& CREATIVE

CAMPAIGN
DEVELOPMENT

CREATIVE
PRODUCTION

IMAGINE IT. MAKE IT.

CLOSING YOUR MARKETING LOOP WITH VEEVA



You should know if your marketing works, and be able to make it better. But you can only do that if you close the marketing loop. When you do it...

THIS IS THE MOMENT 'CLOSED LOOP
MARKETING' FINALLY MAKES SENSE

- Engaging, well-designed **eDetail** reps want to use
- Follow-up **email** based on insight from the call
- Drive customer to a slick, intuitive **website**
- Analyse** reports to see what's resonating and what's not
- Refine** assets to work harder