

10 Best practices for email engagement with HCPs



Treat Deliverability as a Long-Term Reputation Strategy

Access to HCP inboxes is earned over time. Build a trusted sender relationship by consistently delivering valuable content. Focus on steady sending behavior and disciplined execution rather than short-term tactics.



Maintain Consistent Sending Patterns

Avoid sudden spikes or erratic email cadences. Establish predictable sending schedules to build credibility with ISPs and reduce the risk of emails being filtered or throttled.



Prioritize Data Hygiene as a Performance Driver

Keep your HCP data accurate and up to date. Regularly refresh email lists, remove inactive or suppressed addresses, and replace outdated records to strengthen your sender reputation and improve engagement.



Apply Scoring to Prioritize High-Propensity Addresses

Use scoring logic to focus on the most engaged HCPs. Elevate email addresses most likely to interact, and consider using multiple addresses per HCP to boost delivery and campaign results.



Design Every Email Campaign with Clear Objectives

Define your KPIs before creating content. Whether your goal is awareness, deeper reading, or prompting action, clear objectives guide creative development and campaign measurement.



Optimize for AI-Mediated Inbox Experiences

Structure emails for clarity and AI compatibility. Use a balanced text-to-image ratio (60% text, 40% images) and concise, informative messaging to support AI-driven inbox sorting and summarization.



Maximize Impact with a Blend of Broadcast and Triggered Emails

Combine broadcast consistency with triggered relevance. Mixing both approaches sustains engagement and enhances overall campaign performance.



Respect Engagement Signals and Course Correct

Monitor which HCPs are actively engaging. Focus on audiences that interact with your content, and adjust cadence or messaging for those who don't to improve results and sender reputation.



Distinguish Human Engagement from Non-Human Traffic

Identify and filter out non-human activity. Ensuring your metrics reflect real HCP engagement supports more reliable optimization and decision-making.



Measure Email Performance in Context

Benchmark your results against industry standards and past campaigns. Evaluate opens, reads, clicks, and other metrics in relation to your objectives to uncover opportunities for continuous improvement.

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iqviadigital.com