USE CASE: CUSTOMER & SALES JOURNEYS

Meeting Every Patient's Needs from the Very First Click

CHALLENGE

In oncology, patients and families come to care providers with functional and emotional needs at the same time. A leading U.S. cancer care network's website and campaigns spoke to everyone the same way, so people had to dig for the physicians, treatments and reassurance that mattered to them.

HOW AI WAS APPLIED

Needs research: Behavioural science measured how exploration, belonging and security shape choice.

Segmentation: Market and occasion segments with an opportunity analysis by need.

Uplift scoring: Real-time prediction.

Adaptive experience: Messaging, imagery, physician and treatment content change to match.

OUTCOMES

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Core patient needs mapped: exploration, belonging, security

+15-20%
Lift in consultation requests from the site

Real-time
Need prediction from the first interaction

Source: engagement estimates. Figures are directional and rounded.

Material is a global growth intelligence company.

For 50 years, Material has built behavioral science into the insights, strategies, brands, experiences and platforms that move markets. Its culture-shaping design studio, Aruliden, gives that work form, from identity and product to packaging and environments. Material is building the intelligence layer ambitious companies use to understand demand and act on it faster.

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