

Confirming Marketing ROI for a Mature Brand in the Oncology Space

IQVIA ChannelDynamics helps validate marketing effectiveness

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Situation

A leading pharmaceutical company was facing several challenges with its now mature breast cancer therapy. By the third year post-launch, the brand began to lose market share as new competitors crowded the market and intensified promotional pressure. Despite continued investment, the client struggled to translate marketing efforts into measurable sales impact, raising concern among senior leadership.

With performance slipping in a high stakes market, executives needed to understand whether current promotional spending was still delivering value. Had the brand's return on investment (ROI) held up as competition increased? Were there opportunities to refine strategy and restore impact?

The disruptions brought by COVID-19 added another layer of complexity, limiting traditional engagement channels and sharply reducing field activity. Seeking to regain clarity, the client required a unified, data-driven view of promotional effectiveness and sales performance over time. To answer these questions, they turned to IQVIA.

Solution

The commercial team aimed to increase or at least stabilize market share, and to support this, they were looking for an alternative approach to analyze their brands and omnichannel spending within a single platform. Through ChannelDynamics, the IQVIA team

combined promotional activity data (volume, mix, timing and performance) with MIDAS sales performance at brand and market level. By applying one consistent market definition across all brands in the breast cancer category and enabling simultaneous queries of promotional and sales data within a single platform interface, the IQVIA team eliminated the need to reconcile multiple datasets and reduced offline analyses.

This streamlined approach allowed the brand team to run one query to benchmark the brand's market success against key competitors, compare ROI since launch, and view performance across the major European markets. Using ChannelDynamics combined with MIDAS, the analysis addressed five core questions:



1. Has the brand maintained strong ROI over time?



2. How did COVID-related disruption affect ROI?



3. How does the brand compare to key competitors?



4. How do converted channel engagements translate into sales?



5. Which channels drive the best ROI vs. competitors?

In addition, IQVIA implemented the GMI Agent to allow the client to leverage agentic AI-enabled analytics within the ChannelDynamics and MIDAS environment, and surface intuitive visualizations and succinct, data-driven recommendations—helping brand leaders translate complex ROI findings into clear strategic actions. Which countries are struggling to generate a positive ROI? Which brands are experiencing the greatest decline? And which channels are failing to convert that investment into sales impact?

The GMI Agent could provide a more complete and dynamic view, helping teams identify where to invest and where to disinvest across channels.

Results and impact

IQVIA's analysis showed that the brand remains highly competitive, even as market share declined and new entrants penetrated and expanding market. Strong, consistent promotion in the first 2–3 years after launch, built a solid base of demand, enabling the brand to stay resilient during COVID-19 disruptions and temporary reductions in promotional activity.

Although the brand's share of total promotion decreased over time, cumulative sales and ROI remained strong relative to competitors. In comparative dashboards, the brand ranked first in ROI on both calendar year and cumulative bases. It also demonstrated strong promotional effectiveness, converting promotional investment into sales more efficiently than most key competitors.

OVERALL ROI RATIO BY BRAND

ChannelDynamics and the GMI Agent further showed which promotional strategies delivered the highest efficiency and where targeted adjustments could improve results. The combination of these tools also identified the channel combinations that contributed most to sustained performance, reinforcing the need for an omnichannel approach that continues to generate healthy ROI.

By integrating promotional data from ChannelDynamics with MIDAS sales insights in the GMI Agent, IQVIA provided the client with clear, data driven confirmation: **the brand is still delivering robust ROI at current investment levels.** The analysis reframed a challenging ROI discussion into an evidence-based success story and offered a practical roadmap for future optimization.