

Marketing Agency Partner Program

Align with IQVIA at the cutting edge of digital marketing

IQVIA Technologies is building a top-tier partner ecosystem with programs that drive mutual success for both participating partners and our customers. We rely on collaboration with our marketing agency partners who develop compelling content, campaigns and strategy — sometimes including recommendations on technology solutions — for our customers.

Our Marketing Agency Partner Program is designed to drive win-win outcomes, leading to lasting relationships anchored in trust. Certified marketing agency partners can gain considerable opportunities to grow the agency's business with the life sciences customer segment.

The benefits of partnering with IQVIA

- Build capabilities and upskill teams with expert training and experience across the lifecycle

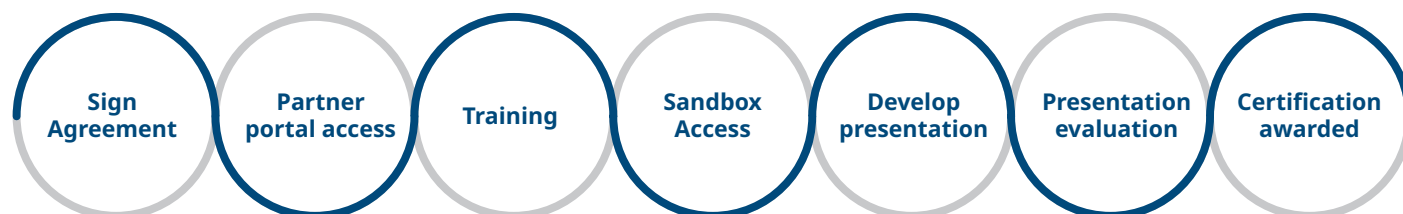
- Gain exposure to the global IQVIA Technologies Sales Team, which may lead to opportunities to both expand existing business and participate in new business pitches
- Assure IQVIA customers that the agency has the skills and knowledge to support their business

Program infrastructure and dedicated resources to help you succeed

Our goal is to provide dedicated white-glove service to our marketing agency partners of all sizes, wherever they're located around the globe.

- Assigned Partner Alliance Manager
- Training and certification
- Up-to-date product information and technical guidelines
- Agency-dedicated test environment/sandbox
- Agency-dedicated technical support
- IQVIA Technologies Partner Portal
- The agency is promoted on IQVIA.com and provided for opportunities upon client request

The marketing agency partner program certification process



Available IQVIA product certifications

Our Marketing Agency Partner Program currently offers certifications on the following IQVIA Technologies products, subject to expansion as our product offerings increase.



OCE Personal



OCE Field Email



OCE Survey



OCE Digital

These are subscription-based programs, and agencies must maintain active subscriptions and complete refresher training in order to stay certified. Active certification in the Marketing Agency Partner Program is mandatory for the agency to work jointly on IQVIA Technologies client projects.

What our marketing agency partners are saying

“The Agency Partner Team always provides best-in-class support.”

— IQVIA Certified Marketing Agency (CESE), OCE Personal, OCE Digital, IQVIA Remote Detailing (Kadrige)

“The [Agency Partner] Team is responsive to our questions & communicates solutions quickly. The partner programs are well-thought-out & the processes seamless.”

— IQVIA Certified Marketing Agency (EMEA), OCE Personal, Mobile Intelligence (MI), IQVIA Remote Detailing (Kadrige)

“The Agency Partner Team always provides best-in-class support. The IQVIA solutions we certified on are critical to our clients. The Agency Partner Team helped us get trained and certified very quickly.”

— IQVIA Certified Marketing Agency (NAR), OCE Personal, OCE Digital, IQVIA Remote Detailing (Kadrige)