

DTC Measurement: Net Impact Analysis

We helped a pharma brand understand the real-world pharmacy impact of their marketing dollars spent on both online and offline media.

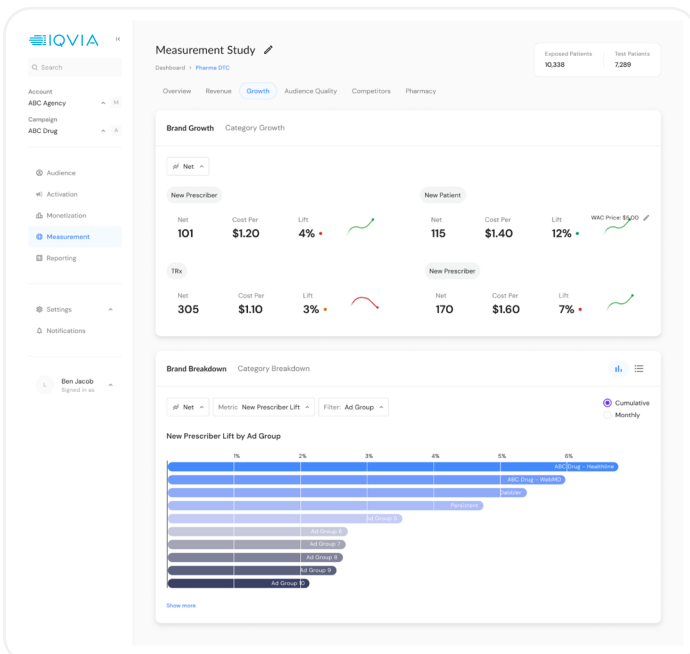
Campaign background

A leading pharma brand engaged IQVIA to help them better understand the synergies that exist from exposing consumers digitally and at points of care, such as pharmacies.

Audience segments

Modeled consumer audiences were chosen within the diabetes space and in pharmacy placements, focusing on specific regions across the United States.

- Insulin treaters
- High blood sugar treaters
- Treaters diagnosed with Cardiovascular Disease (CVD)



OUR BEST-IN-CLASS TEST AND CONTROL MEASUREMENT METHODOLOGY

- 1** Pull in media exposure data and connect to the IQVIA ID resolution
- 2** Match exposed individuals to control group across specific variables
- 3** Query privacy-optimized medical claims warehouse for the activity of exposed and control groups
- 4** Aggregate post-exposure data for each pair of exposed and control

Note: For the diabetes campaign, the following variables were used for the deidentified matching process:

- Age (5-year buckets)
- Gender
- Zip code
- Insulin treatment
- Diagnosed with CVD
- Treating high blood sugar

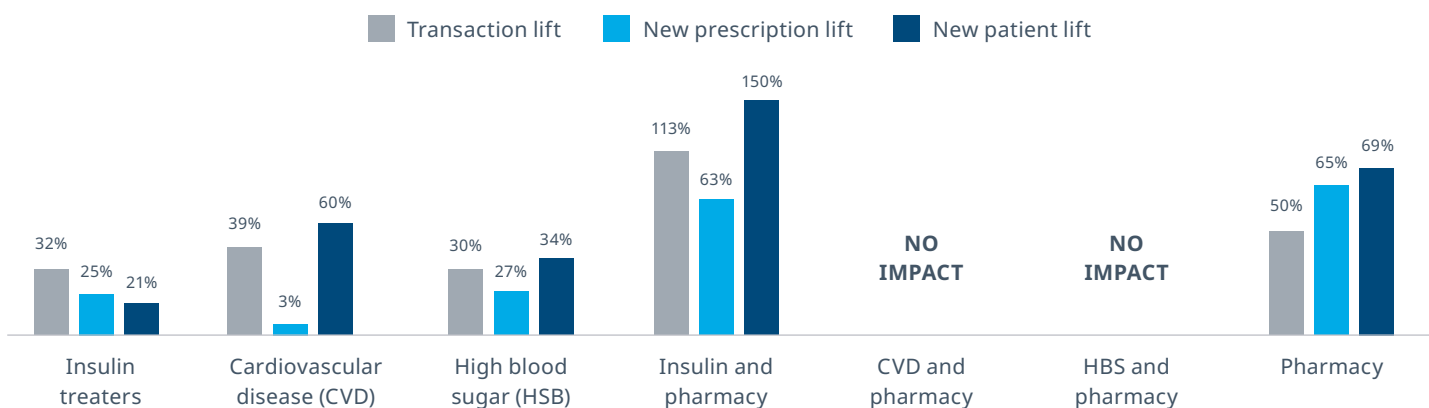
With our unique in-house tagging and identity resolution, brands and agencies can tag their digital media while we collect offline visitation data.

We aggregated the post-exposure pharmacy activity, including total transactions, new prescriptions, and new to brand patients, for all three DTC audience segments along with the pharmacy population.

Measurement results

IQVIA is the only solution to showcase the real-world value of your campaigns, for any audience or media type. With our unique model for real-world analysis, the pharma brand gained unprecedented insights into the impact of digital media and in-pharmacy exposure on script activity, allowing for smarter multichannel campaign optimizations across digital and offline media.

Q1 2022 Rx lift



Total Script Lift

Insulin treaters and those also exposed to in-pharmacy ads see the highest script lift over their matched control group.

Net Benefit of Online/Offline Media

Insulin treaters were the only of the overlapped digital and pharmacy populations that saw a net benefit.

Value of Point of Care Tactics

The pharmacy-only population saw significant benefit across script lift and new patients, proving the value of point of care tactics.



IQVIA's Digital Enablement Center of Excellence powers exceptional brand experiences, delivering innovative solutions based on a customer-first, insights-driven, and integrated omnichannel vision. We provide authenticated, privacy-enhanced data and analytics, innovative fit-for-purpose healthcare technology, and the expertise to enable an effective and adaptable marketing model that drives better quality of care and patient outcomes. IQVIA is the leading global provider of data, advanced analytics, technology solutions and clinical research services for the life sciences industry. Learn more at www.iqvia.com.

