≣IQVIA

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)

| Q Search Destroard > Planes DTC | | | | | | | Exposed Patient 10,338 | Test Patients 7,289 |
|---|----------------|--------------------|--------------------------|-----------------|----------------|---------------------|---------------------------|---|
| Account ABC Agency ^ M | Overview Rev | Growth | Audience Quality | Competitors | Pharmacy | | | |
| Campaign ABC Drug ^ A | Brand Growth | Category Grow | th | | | | | |
| Audience | p∮ Net ^ | | | | | | | |
| + Activation | New Prescriber | | | | New Patient | | | |
| db Monetization | Net | Cost Per | Lift | _/ | Net | Cost Per | | WAC Price: \$5,00 / |
| C Measurement | 101 | \$1.20 | 4% • | \sim | 115 | \$1.40 | 12% • | \sim |
| Reporting | TRx | | | | New Prescriber | | | |
| | Net | Cost Per | Lift | \frown | Net | Cost Per | Lift | \sim |
| Settings Notifications | 305 | \$1.10 | 3% • | | 170 | \$1.60 | 7% • | |
| | Brand Breakdo | wn Category Br | reakdown | | | | | i b. ⊞ |
| L Ben Jacob Signed in as | | | | | | | | |
| | ¢ Net ^ | Metric New Prescri | ber Lift A Filter: | Ad Group ^ | | | | Cumulative Monthly |
| | New Prescribe | r Lift by Ad Group | | | | | | |
| | | 1% | 2% | 3% | 45 | 5% | 6% ABC Drug - H | lealthire |
| | | | | | | ABC Drug Dabbier | - WebMD | |
| | | | | Ad Group 6 | Persistern | | | |
| | | | Ad Group 6 | фл Group 6 D | | | | |
| | | | Ad Group 7 Ad Group 8 | | | | | |
| | | | Ad Group 9 | | | | | |
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OUR BEST-IN-CLASS TEST AND CONTROL MEASUREMENT METHODOLOGY



Pull in media exposure data and connect to the IQVIA ID resolution

Match exposed individuals to control group across specific variables

Query privacy-optimized medical claims warehouse for the activity of exposed and control groups

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)
 Insulin treatment
- Gender
- Diagnosed with CVD
- Zip code
- Treating high blood sugar

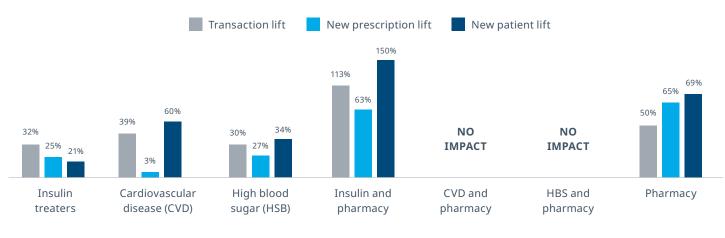
With our unique in-house tagging and identity resolution, brands and agencies can tag their digital media while we collect offline visitation data.

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.igvia.com**.



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