

Adding Endemic Media Drives Increased Prescription Lift for Life Science Brand

Wakefulness medication brand unlocks an additional 10%+ lift in new prescriptions with IQVIA's Endemic Marketplace.

Background

The IQVIA Media Operating System powered a campaign synergizing endemic and non-endemic programmatic media promoting a medication for wakefulness treating excessive daytime sleepiness due to narcolepsy or obstructive sleep apnea (OSA).

The campaign ran from November 2022 to June 2023. The endemic tactics tapped into leading healthcare inventory from IQVIA's Endemic Marketplace.

Opportunity

Measure the impact of endemic and non-endemic media exposure on the prescribing behavior of participating healthcare providers (HCPs), including physicians, nurse practitioners (NPs), and physician assistants (PAs).

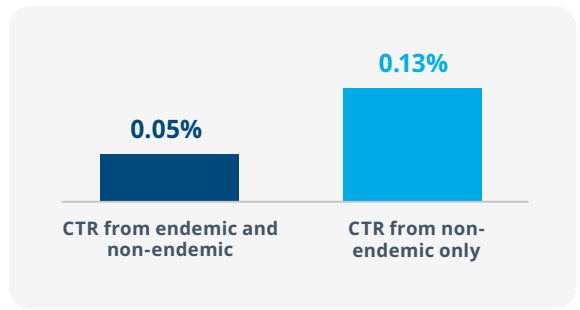
Results

This campaign generated incremental revenue of **\$8.7 million** for the brand and accelerated growth potential for new prescriptions (NRx). Combining **endemic and non-endemic** media exposure has a greater impact on NRx than **non-endemic only**, driving 10%+ prescription lift and increasing ROI for the brand.






Although the combination achieved a lower CTR than non-endemic only, endemic media played a more effective role in increasing prescription activity for the brand. This is strong evidence that adding endemic media tends to make campaign engagement stickier for audiences.

IQVIA's Endemic Marketplace is an exciting opportunity for future media planning.



Approach

The Test/Control Analysis is powered by IQVIA's best-in-class measurement solution.

-  Test HCPs were initially exposed to the endemic and non-endemic campaign promoting the brand during November 2022 through June 2023
-  NRx data for 6 months prior to first exposure (pre-test period) is a measure of pre-media exposure prescribing behavior
-  NRx data for all available months during the test/post-test period through June 2023 reflects prescriptions influenced by the endemic and non-endemic campaign for the brand



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