

Understanding the impact of publisher contributions

Optimization leads to insights that can be leveraged across enterprises

Customer challenges

COMPETITIVE PRESSURE ON DIABETES DRUG



The client required a media plan that would boost new-to-brand prescription conversions for a type 2 diabetes drug



The client lacked access to niche and lifestyle audiences within type 2 diabetes patient populations



Agency created a far-reaching media plan involving 50+ publishers, but costs were high

Solutions

IQVIA SHOWED COST EFFECTIVENESS OF A PORTFOLIO APPROACH



IQVIA Omnichannel team linked media performance with audience quality and new-to-brand prescriptions data



Analyzed digital campaign performance highlighting key partnerships to expand in 2020



Evaluated the holistic portfolio performance indicating where a portfolio approach could enhance negotiation leverage with partners

Results

LOWER COSTS AND A BROADER REACH



IQVIA identified seven key players as endemic/lifestyle partners that could launch a campaign for active portfolio brands across type 2 diabetes, migraine, and oncology



Shifting investment using a portfolio approach allowed the agency to negotiate for publisher subsidy of analytics data cost, cutting spending by \$1 million

Partnering with IQVIA allowed the customer to reach a broader audience and reduce data costs, saving organizations investment costs

IQVIA's experience brings new perspectives to support better investment of media spend. Contact us to see how we can help you to improve your audience capture in new and existing markets.

CONTACT US

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