

# IQVIA 3D Channel Budget Simulator: A Platform for Integrated Media Planning and Decision Making

*Making data-driven investment decisions for DTC and HCP marketing campaigns*

## Today's reality

### SILOED APPROACH

Pharmaceutical companies typically approach consumer, HCP non-personal, and HCP in-person promotion as disconnected independent efforts. Maximizing promotional return requires breaking down those silos by analyzing the true impact of each marketing tactic.

### Evolving commercial paradigms drive the need to rethink investment decisions

- ✓ Given a set budget, what is the best way to allocate marketing spend across channels?

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- ✓ What is the optimal budget to maximize profit or revenue across HCP and DTC marketing?

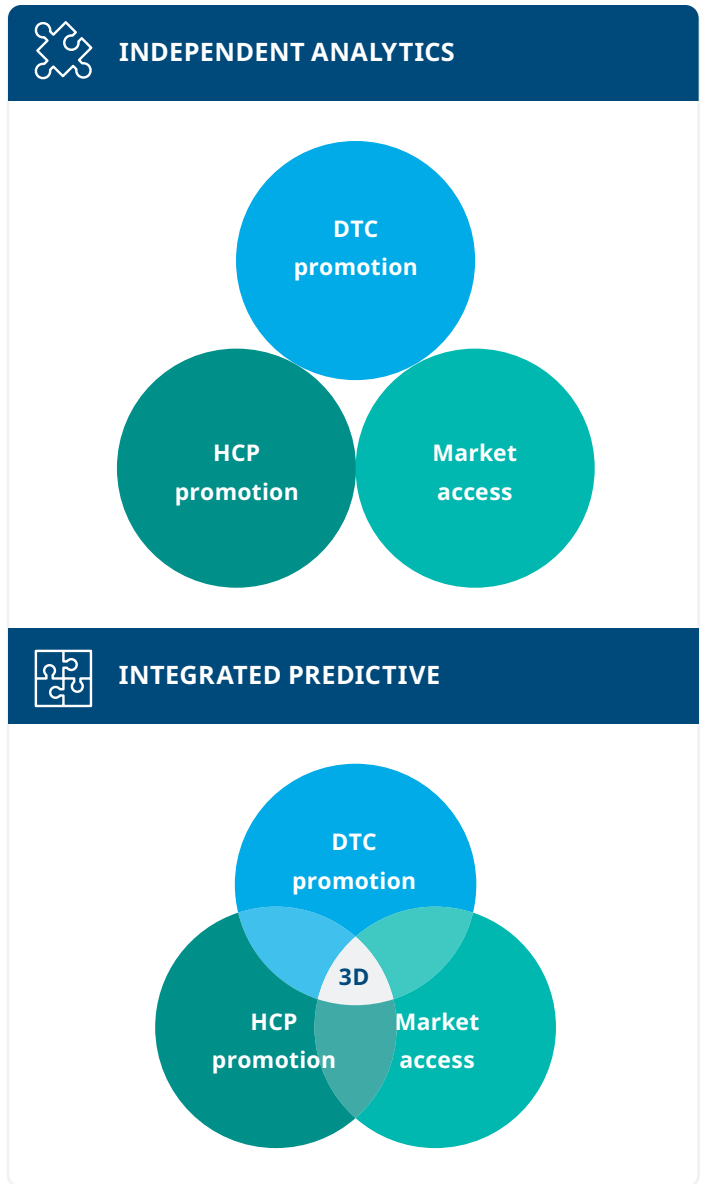
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- ✓ How do managed care environments impact behavior?

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- ✓ Ultimately, how to retain existing — and acquire new — HCPs and patients?

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## Why IQVIA?

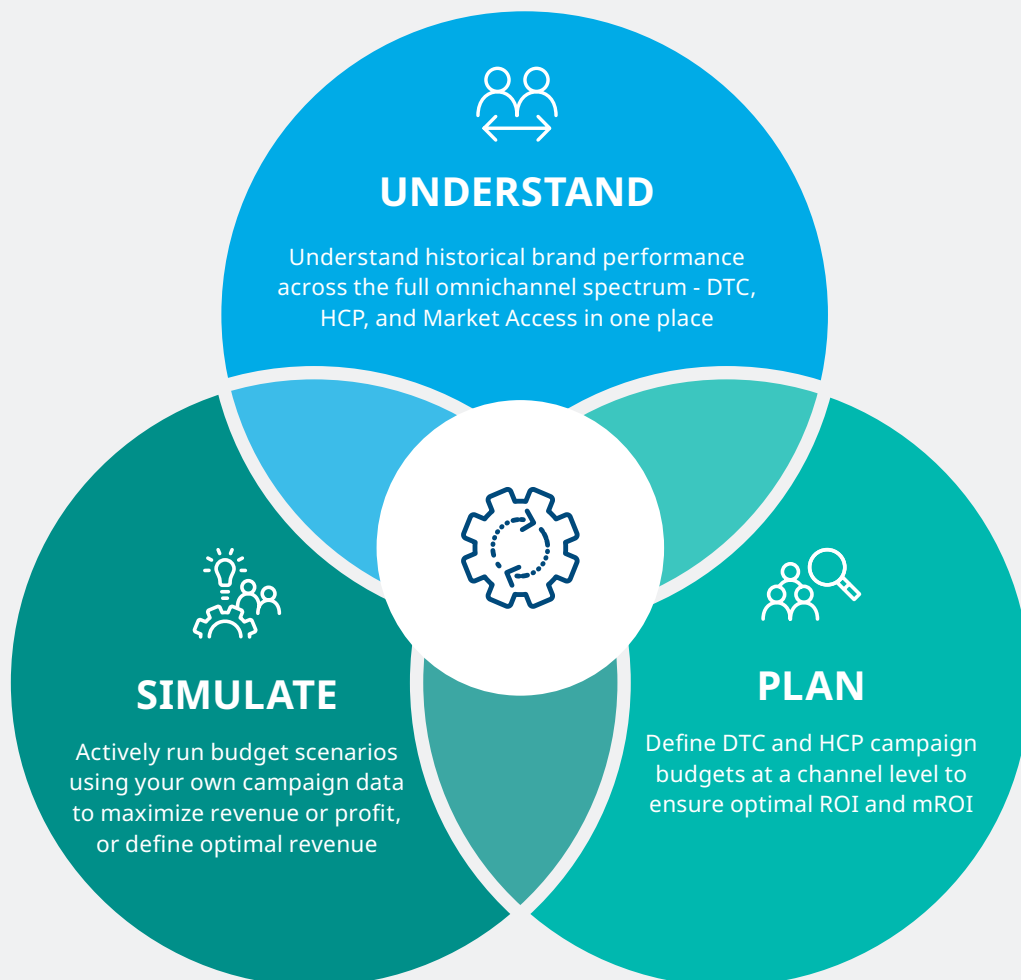
### NOVEL MACHINE LEARNING MODEL PROVIDES UNPRECEDENTED INSIGHT INTO CAMPAIGN SYNERGIES

IQVIA has developed an advanced machine learning (ML) model that incorporates HCP and consumer media touchpoints as well as Market Access data to provide high precision campaign response curves that fuel the 3D Channel Budget Simulator. IQVIA's proprietary model takes a bottom-up approach, translating three dimensions of data into a unified view that simulates scenarios and recommends optimal channel mix.

## What is 3D Channel Budget Simulator?

IQVIA's 3D Channel Budget Simulator accurately assigns promotional influence credit to each channel in consumer and HCP promotion across multiple engagements by leveraging synergies across a brand's campaigns. Brands can leverage their prior performance to identify the most profitable promotional spend by channel for planning and optimizing personal and non-personal marketing campaigns.

### With 3D Channel Budget Simulator, clients are empowered to:



# Orchestrate omnichannel marketing channels

Brand managers and media agencies can determine media budgets across HCP and consumer marketing channels via single sign on access shared with other IQVIA measurement platforms, including IQVIA Omnichannel Navigator. Brand managers and media agencies can determine media budgets, track performance, and make continual campaign adjustments across DTC and HCP campaigns all in one place.



## About IQVIA Connected Intelligence™

Connected Intelligence brings together IQVIA's unique portfolio of capabilities to create intelligent connections across its unparalleled healthcare data, advanced analytics, innovative technologies, and healthcare expertise to speed the development and commercialization of innovative medicines that improve patients' lives.



Discover new insights, drive smarter decisions, and unleash new opportunities with the power of **[IQVIA Connected Intelligence™](#)**