

IQVIA HCP Omnichannel Navigator: A Platform for Making Smarter HCP Marketing Decisions

Maximize the reach and efficacy of healthcare professional (HCP) omnichannel marketing campaigns

Today's reality

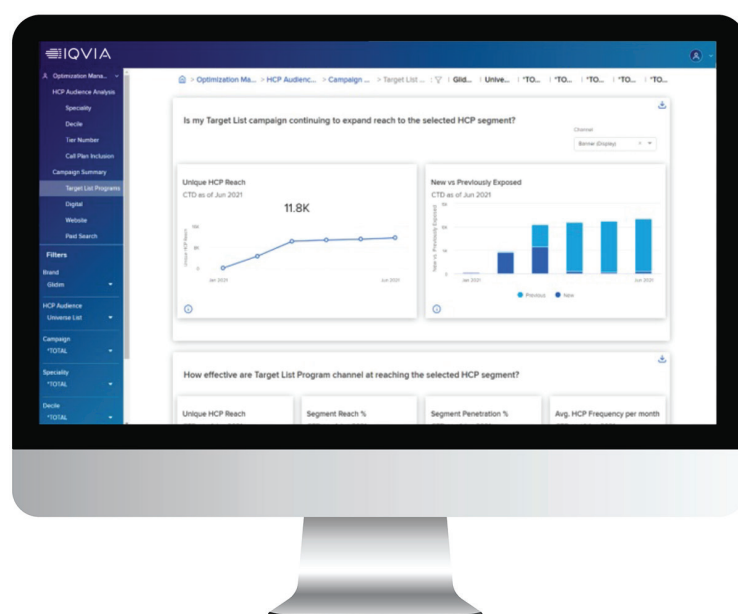
More than ever before, successful pharmaceutical and life science marketers must simultaneously coordinate multiple HCP campaigns across the full omnichannel digital advertising spectrum.

The challenge of tracking campaign performance, in terms of reach, engagement, and return on investment (ROI), not to mention providing metrics and KPIs drawn from multiple platforms to the executive level, can be overwhelming. Commercial marketers need a scalable, easy to decipher visualization tool, allowing for real-time measurement and optimization of a brand's entire digital marketing and media program.

Why IQVIA?

Drive key decisions with IQVIA HCP Omnichannel Navigator and IQVIA's Connected Intelligence™

For pharmaceutical and life sciences companies, getting the most out of an HCP marketing campaign requires a customized approach aligned to their objectives. IQVIA brings together a strategic mix of advanced analytics, digital media, insights, and technology to help our clients reach the right HCP audience at the right time. We help companies make the best decisions and maximize value from their marketing spend.



IQVIA HCP Omnichannel Navigator

IQVIA HCP Omnichannel Navigator is a novel media optimization platform that organizes and visualizes the information needed to make informed decisions about HCP digital marketing and media spend. With IQVIA HCP Omnichannel Navigator, teams gain access to market-leading, privacy-safe HCP campaign data that is presented in a personalized and user-friendly interface, allowing stakeholders across multiple organizations to make quick investment pivots and maximize ROI. IQVIA's HCP Omnichannel Navigator is a unique, industry-leading HCP media optimization solution that provides unparalleled insight into digital campaign reach and performance.

WITH HCP IQVIA OMNICHANNEL NAVIGATOR, CLIENTS ARE EMPOWERED TO:

MEASURE

Understand which media tactics are reaching your target HCPs across digital, email, programmatic, paid search, and Brand.com



OPTIMIZE

Actively monitor HCP digital campaign performance to gauge tactic-level efficacy and uncover new opportunities for improvement.



PERSONALIZE

Track HCP campaign reach and engagement by digital channel at the NPI level. Ensure target audiences are exposed to relevant content in a timely manner.



Measure the efficacy of digital marketing channels

IQVIA HCP Omnichannel Navigator delivers a single source of truth for brand managers and media agencies to analyze digital, non-personal promotion (NPP) channel performance. In a user-friendly environment, stakeholders will find the streamlined view and deep dive into campaign analytics that drive action and optimizations.

Optimize your campaign spend and ROI

IQVIA HCP Omnichannel Navigator places the level of data and analytics needed for decision making at the fingertips of its users. You can easily expose inefficiencies and work with media vendors and agencies to improve the outcomes of your campaign. IQVIA HCP Omnichannel Navigator enables optimization at the speed of business as the platform seamlessly fits into your workflow. The result is improved brand health outcomes and greater contribution to each brand's growth goals.



Targeted media

Measure the reach of HCP tactics aimed to reach a specific target list. IQVIA collects NPI-level exposures and campaign health metrics from each targeted tactic across email, display, and programmatic, and merges them to a single platform



Website and paid search

A tag on Brand.com provides insight into referral traffic sources bringing relevant HCPs to the website. As a portion of website traffic, paid search is measurable as a standalone channel



Non-targeted media

Utilizing a combination of OneKey and DMD data, IQVIA and ADSTRA have partnered to form an HCP cross-walk to identify HCPs in non-target channels and tactics, eliminating the blind spot marketers previously faced when running non-targeted tactics



Discover new insights, drive smarter decisions, and unleash new opportunities with the power of **IQVIA Connected Intelligence™**

UNPARALLELED ACCESS TO HCP CAMPAIGN DATA



Privacy-Safe Data and Personalization

With IQVIA's reliable and privacy-safe HCP campaign data, marketing teams can perform deep dives for pinpoint accuracy of media optimizations. This provides potential customers with a best-in-class experience, building long-term brand confidence, and ultimately enhancing outcomes.

Run smarter HCP marketing campaigns

IQVIA HCP Omnichannel Navigator empowers pharmaceutical and life science industry marketers to run smarter HCP digital campaigns that maximize reach, engagement, and ROI. IQVIA's onboarding experts provide custom solutions that seamlessly integrate existing campaign data onto the platform, allowing clients to quickly visualize key performance metrics.