

CTV + Social Media Measurement

Powerful technology from IQVIA's Media Operating System combined with CMI Media Group's strategic marketing tactics powers higher performing campaigns in healthcare marketing.

Background

CMI Media Group ran a campaign for a leading brand of Psoriasis medication. We then measured real-world ROI for tactics activated across CTV and Social.

Strategy

- Developed proof of concept to measure script lift for Social and CTV campaigns, two channels that were historically difficult to track
- Provided the net impact of cross channel exposure on prescription writing behavior

Goal

- Increase engagement, awareness, and total prescriptions

Period

- April 2021* - December 2021

Population reached

- Dermatologists

Gross results

Our gross Rx reporting showed a high volume of new prescribers and patients to the brand compared to the number of individuals exposed to the campaign powered by CMI Media. Given that the brand is very well established, these results from May to December 2021 are remarkable.

*April was not included in measurement results since some Adgroups were created before flights were live.

OUR GROSS RX REPORTING METHODOLOGY



1 Pull in media exposure data and connect to our in-house ID resolution



2 Query the privacy-optimized medical claims warehouse for the activity of exposed HCPs



3 Aggregate post media exposure behavior including new prescribers





We provide weekly real-world activity from individuals exposed to media, so insights are specific to the campaign reach, empowering brands to make in-flight optimizations.

Results	
New prescribers	38 new dermatologists writing prescriptions for the brand
New patients	1,015 new patients starting on the brand

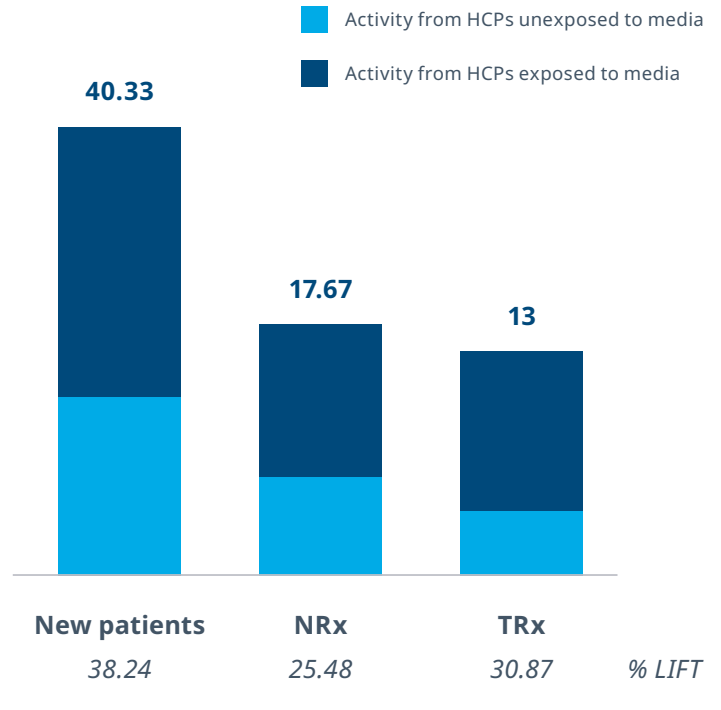
CTV	
TRx	811 total prescriptions were written by dermatologists exposed to CTV placements
NRx	1 new prescription was written by dermatologists exposed to CTV placements
Social	
TRx	2,749 total prescriptions were written by 224 dermatologists exposed to social tactics
NRx	132 new prescriptions were written by 224 dermatologists exposed to social tactics

Net measurement results

OUR NET IMPACT ANALYSIS METHODOLOGY

- 1  Pull in media exposure data and connect to our in-house ID resolution
- 2  Deterministic HCP matching process based on proximity of behaviors across specific variables
- 3  Query the privacy-optimized medical claims warehouse for the activity of exposed HCPs and control group
- 4  Aggregate data for each matched pair of exposed HCP and control

IQVIA's Media Operating System is the top solution to deterministically showcase the net impact of healthcare campaigns, for any audience or media type, across any channel.



*A total of 1,238 HCPs were IQVIA identified as a control group.

We revealed that dermatologists who were exposed to campaign media across Social or CTV wrote significantly more prescriptions and onboarded more new patients for the brand of Psoriasis medication when compared against their unexposed counterparts.



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