

OTC Sales Lift Analysis

IQVIA delivered the connection between HCP campaigns, their affiliated consumer households, and the resulting buying behavior for a leading brand of OTC pain relief medication.

Campaign background

We conducted a measurement analysis for a pain relief medication offered by one of the largest pharma manufacturers in the world and successfully measured sales lift attributable to HCP campaign exposure.

We are the first to do this.

The campaign

- Engaged multiple HCP specialty segments, created using clinical data, to recommend an OTC pain relief medication. Banner ads were tracked in the agency's demand-side platform (DSP) using IQVIA pixels.

Media period

- September 1, 2021 - December 31, 2021



Populations reached and measured

- PCP (primary care physicians)
- NP (nurse practitioners)
- PA (physician assistants)
- Rheumatologists
- Dentists prescribing opioids
- Orthopedic surgeons
- Oral surgeons
- Site visitors

IQVIA's Measurement Suite is the best solution to measure OTC sales lift for HCP and DTC campaigns, run inside and outside of the Media Operating System Platform.

OUR METHODOLOGY

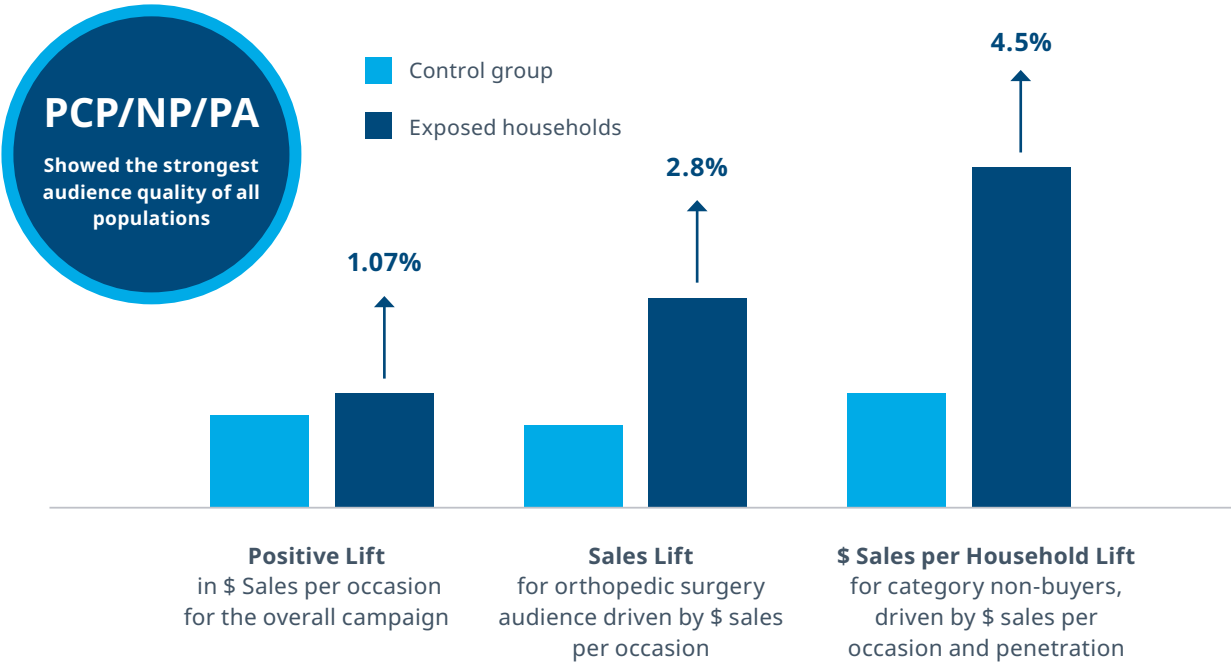
- 1** Reach HCP with OTC messaging. IQVIA identifies HCP media exposure.
- 2** HCP meets with patient and are linked to affiliated consumers in a privacy-optimized and deterministic manner
- 3** Consumer purchases OTC product and are connected to households with our in-house technology
- 4** IQVIA measures exposed household sales lift against qualified control group for true net campaign impact

We eliminate unnecessary delays and data loss in reporting with detailed analytics surfaced directly into our platform, in-house media tagging and identity resolution, rather than relying on third party vendors.

Measurement results

IQVIA was the first to perform a novel analysis of this kind, enabling the OTC brand to optimize their media strategy and justify additional marketing investment based on deeper, faster, and more deterministic sales insights attributed directly to HCP and DTC campaign exposure.

For this campaign, we uncovered sales lift per occasion by consumer household and HCP audience specialty for the leading OTC pain relief medication brand.



IQVIA's Digital Enablement Center of Excellence powers exceptional brand experiences, delivering innovative solutions based on a customer-first, insights-driven, and integrated omnichannel vision. We provide authenticated, privacy-enhanced data and analytics, innovative fit-for-purpose healthcare technology, and the expertise to enable an effective and adaptable marketing model that drives better quality of care and patient outcomes. IQVIA is the leading global provider of data, advanced analytics, technology solutions and clinical research services for the life sciences industry. Learn more at www.iqvia.com.

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