

MULTICHANNEL MARKETING (MCM) IN-FLIGHT OPTIMIZATION

THE BACKGROUND

- A large pharma company with a market-leading brand was facing perception challenges that it had lower formulary access and higher cost than competitors.
- To reach revenue targets for given investment, cost per engagement and cost per channel needed to be optimized. In addition, the frequency and cadence also needed to be optimized in order to ensure driving level of MCM engagement that changes prescription behavior.
- The campaign was designed to deploy for 7 months with 9 vendors across 7 different MCM channels. 5 of 7 channels were targeted directly to health care professionals (HCPs).
- The campaign was targeted to HCPs based on formulary access, level of sales force support and prescribing patterns.
- Test segments were developed to provide learnings across segment and channels.

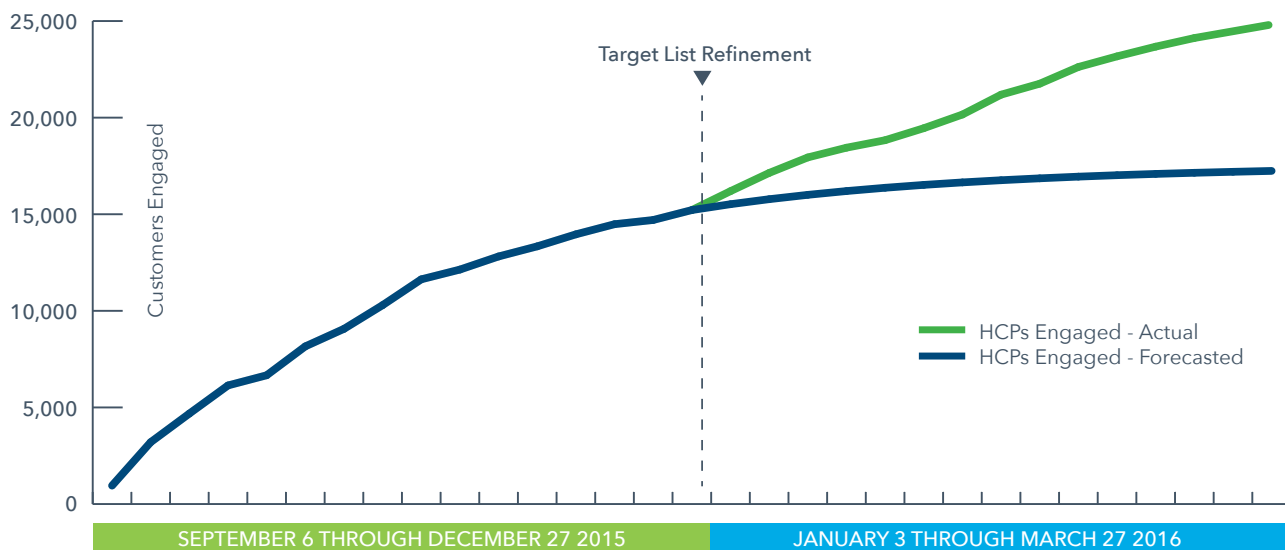
THE CHALLENGE

- Half way through the campaign, IQVIA Multichannel Marketing COE performed an in-market analysis to forecast revenue attainment and tracking to campaign goals.
- The results of the analysis indicated that at the current rate, the campaign will fall significantly short of its revenue goal.

THE SOLUTION

- In-flight optimization was used to identify the unresponsive targets as well as inflection point where engagement rates began to flatten.
- An algorithm was developed and used to identify the 'next best' customer, channel, offer, vendor and message that helped provide insights into corrective actions.

In-flight optimization



THE RESULTS

- The campaign was measured by the client’s own analytics team. It was determined to be effective at driving positive impact, yielding a 300% ROI with \$24.8M return in 1.5 years.
- An increase in NRx trends was seen immediately following in-flight optimization.
- As a result of the optimization, the client was able to reach and engage more HCPs with the same number of planned impressions.
- Insight was also gained into optimal number of engagements needed for one of the most expensive channels (tele detailing) allowing for engagements beyond the inflection point to be removed.

Targets NRx Per HCP Delta x Month

