

SUCCESSFUL PRODUCT PROMOTION THROUGH MULTICHANNEL MARKETING IN THE ABSENCE OF FIELD SALES SUPPORT

THE BACKGROUND

- In 2015, a top 10 pharmaceutical client promoting a 3rd tier brand without field promotion was facing declining sales in a competitive \$3.2B market.
- To offset removal of field sales promotion, the company initiated the telesampling channel targeted at specialists to supplement direct mail, email, banners and paid search.

After limited prescription impact with telesampling, management engaged the IQVIA Multichannel Marketing team to analyze their approach.

THE CHALLENGE

- After 9 months of telesampling to specialists, IQVIA Multichannel Marketing COE performed engagement and Rx impact analyses to determine impact of the existing campaign and opportunities for improvement.
- Segment level impact analysis uncovered the company was paying a premium cost to reach specialists, but the increase in engagement was not translating to additional prescriptions.
- The results of the analysis also indicated that script impact for specialists was only derived from direct mail and email.
- Higher prescription lift was gained when PCPs were engaged through multiple channels.

THE SOLUTION

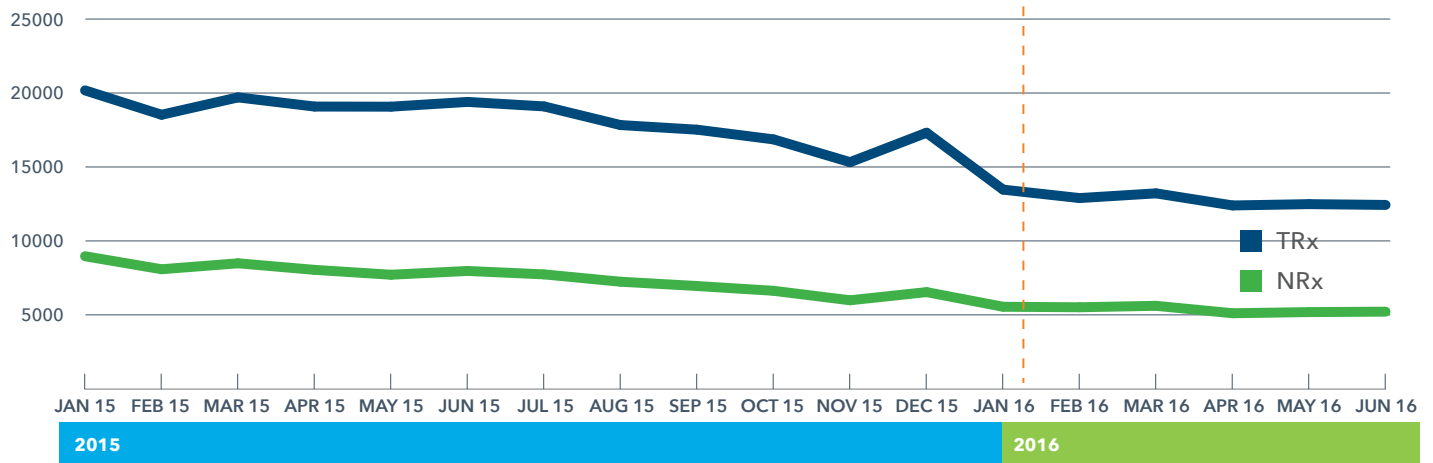
- During the Multichannel Marketing planning process, a new campaign was developed with segmentation to reduce non-responsive specialist and increase PCP targets utilizing 5 channels.
- The brand team increased the number of vendors within key channels to maximize reach to key PCPs.
- Based on learnings from the previous campaign, the team modified their approach for sample and saving offers distribution.

THE RESULTS

- The campaign was determined to be effective at driving positive impact, yielding an 400% return on investment.

- As a result of the analysis, the client was able to shift targeting from specialists to PCPs at minimal investment and large return on investment.
- The new campaign stabilized declining Rx trends and provided future learnings for the company.

Rx per HCP Delta by Month



A stabilization in Rx trends was seen immediately following the launch of the new multichannel marketing campaign.