

Turning Complexity Into Strategic Advantage

IQVIA Digital accelerated oncology campaign insights by nearly 25%, enabling earlier, more informed media and optimization decisions.

The challenge

A leading global marketing agency partnered with IQVIA Digital to help its team move beyond standard campaign reporting and deliver the proactive, insight-driven measurement expected by one of its top global pharmaceutical clients. Managing multiple campaigns, recurring deliverables and a complex media ecosystem required a partner that could turn performance data into clear strategic guidance, enabling the team to identify key insights, act more quickly and build stronger client trust.

The solution

Meeting the pharmaceutical company's expectations required more than a new reporting approach. It called for a measurement partner that could see across campaigns, separate meaningful signals from noise and turn complex data into forward-looking guidance. IQVIA Digital brought together the healthcare intelligence, measurement expertise and hands-on collaboration needed to make that shift.

In close collaboration with agency stakeholders, IQVIA Digital conducted structured reviews and strategic discussions to turn measurement into action. Rooted in proactive insight generation, this approach:



Aligned measurement to business objectives

IQVIA Digital established upfront alignment on goals, key performance indicators and client priorities. This helped tailor insights to the agency's strategy and communicate findings that resonated with all stakeholders.



Focused attention on meaningful change

Our experts helped the agency team separate signal from noise. They streamlined monthly performance reviews, highlighting notable shifts, campaigns requiring attention, emerging opportunities and answers to relevant business questions.



Connected measurement signals

IQVIA Digital connected audience quality, impact and campaign signals to provide a more comprehensive view of performance and highlight opportunities for optimization.



Kept insights aligned as priorities evolved

Regular deep dive, planning conversations and an ongoing feedback loop kept measurement connected to strategic priorities.

"We were able to story tell in a way we weren't able to before thanks to your data."

— Agency partner

The results

IQVIA Digital succeeded in transforming a high volume of complex campaign data into earlier performance visibility, actionable intelligence and more informed strategic guidance. Across 10-plus campaigns and more than 20 recurring deliverables in multiple areas, IQVIA Digital supported the agency in shaping a more forward-looking view, enabling them to focus on priorities and confidently guide client decisions.



More timely campaign impact reporting

For an oncology campaign, IQVIA Digital accelerated time-to-insight by nearly 25%, providing earlier visibility into campaign impact (by almost two months). This provided stakeholders with earlier visibility into in-market media performance, allowing them to assess campaign impact while optimization opportunities remained actionable.



Strengthening audience optimization

Audience quality analyses uncovered meaningful differences across audience sources. These findings provided a data-driven framework to identify opportunities and guide investments.



Better assessments on campaign strategies

Measurement insights identified the frequency levels associated with stronger business signals. This helped stakeholders better assess media delivery strategies and establish informed frequency targets.

IQVIA Digital elevates measurement from a reporting function to a source of strategic value, equipping the agency with the insights and storytelling capabilities it needed to meet expectations and build trust with the client.

Connect with IQVIA Digital to explore how a more strategic approach to measurement can turn campaign data into meaningful business value.

About IQVIA Digital

IQVIA Digital 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.iqviadigital.com.



CONTACT US
iqviadigital.com