

IQVIA Digital Consumer Modeled Audiences Outperformed Other Providers by Significant Margins

Pharma brands attain high consumer audience quality in digital video ad campaigns

Background

A global pharmaceutical company and its agency of record partnered with VDX.tv on omnichannel advertising campaigns focused on prescription brands for oncology and rheumatology. The VDX.tv advertising platform extended linear TV ads for these precision treatments to digital video across desktop and mobile devices.

VDX.tv evaluated consumer Audience Quality (AQ)¹ from different data providers to ensure that its digital video experiences captured the attention of and engaged with qualified potential patients and their households.

Solution

IQVIA Digital provided VDX.tv with consumer audience segments for prescription rheumatology and oncology brands using its Consumer Modeled Audiences. This solution used comprehensive health data sets, including claims data, to build audiences based on diagnoses, procedures and prescriptions. IQVIA Digital's innovative, patent-pending [Federated Audience Modeling \(FAM\)](#) methodology enabled VDX.tv to reach consumers most likely to respond, improving performance while maximizing media spend.

VDX.tv selected a third-party company to benchmark the performance of consumer audiences from IQVIA Digital and the other data providers. This guaranteed objectivity of the measurement and validated VDX.tv's subsequent recommendations to their agency partners.



Results

IQVIA Digital's Consumer Modeled Audiences outperformed the other data providers tested by a significant margin, delivering the highest AQ scores for two rheumatology and oncology brands.



Brand 1 (oncology) — achieved **2x** the AQ than the next best consumer audience provider



Brand 2 (rheumatology) — **20%** higher AQ than the next best consumer audience provider

The caliber of the underlying consumer and health data and modeling methodology drove the superior performance of the IQVIA Digital audiences. VDX.tv demonstrated to this global pharmaceutical company that these CMA-based segments reached more of the right consumer segments with relevant video messages.

Key takeaways

IQVIA Digital's Consumer Modeled Audiences are engineered to meet or exceed the highest AQ standards in the industry. An innovative modeling methodology applies machine learning to generate high-performing, privacy-safe consumer audience segments. IQVIA Digital can also connect a pharmaceutical brand's digital execution to its broader IQVIA partnership, accelerating the impact of consumer and HCP engagement solutions through data, technology and expertise.

IQVIA Digital won the PM360 Innovator Award for Consumer Modeled Audiences.



AWARD WINNER

PM360 2025 Innovative Marketing Technology or Services

IQVIA Digital Consumer Modeled Audiences 

Learn how Consumer Modeled Audiences from IQVIA Digital can help attain your consumer campaign objectives. [Get in touch with us today!](#)

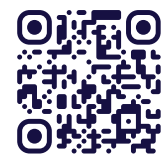
About IQVIA Digital

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.

Reference:

1. Audience Quality (AQ) is a metric that references the ability to more effectively reach the desired target consumer audience through advertising. The higher the AQ, the better the ability to reach highly qualified consumers with the greatest likelihood to engage in and act on health-related advertising messaging.



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