

IQVIA Digital DTC Measurement for Agencies

Measure continuous performance across every marketing channel to inform investment decisions, optimization, and future planning

As an essential part of a customer's marketing strategy, IQVIA Digital Measurement is the healthcare-grade measurement solution that connects media exposure to real-world business impact across the patient journey. Our measurement evaluates audience quality, media impact, and outcomes — including conversions such as prescriptions (Rx) and diagnoses (Dx) — for a clear, actionable view of campaign effectiveness.



IQVIA Digital Measurement enables agency teams to:



Evaluate audience quality and target efficiency across channels, partners, and tactics



Understand which strategies and tactics are working, what isn't, and why, at a level of detail required for real optimization



Compare performance consistently across publishers and activation environments



Support planning decisions and budget recommendations using healthcare relevant KPIs

IQVIA Digital Measurement capabilities

By grounding optimization decisions in robust health data and statistically sound measurement, agencies can more effectively refine media strategies, demonstrate value to clients, and improve campaign performance over time.



HCP Campaign Measurement



Cross Channel Measurement



DTC Campaign Measurement



DSP and Publisher Measurement



Audience Quality



Halo Analysis



Impact Analysis



Flexible Measurement Delivery Services



Custom Analytics



Linear TV Measurement

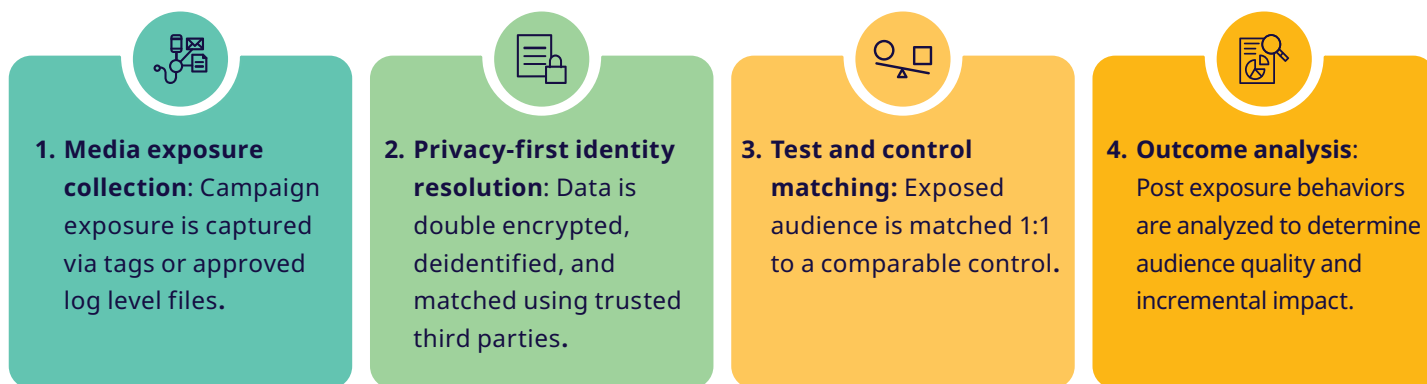


Attribution Modeling



+ More

Measurement workflow



Our commitment to agencies

-  Granular performance insights by publisher, placement, ad type, creative, targeting, and cost, enabling clear visibility into where performance is being driven and where optimization is needed
-  Campaign level performance tracking and opportunity to understand overlap analysis, supporting apples-to-apples comparison across publishers, tactics, and activation environments to inform multiple strategic decisions
-  Consistent audience quality validation aligned to brand defined healthcare criteria
-  Measurement designed to support both timely inflight optimizations and post campaign analysis
-  Creative level measurement and analysis, to help determine optimal creative strategies and maximize ROI
-  Flexible access to measurement outputs, including: IQVIA's measurement platform for ongoing optimization, publisher level and tactic level reporting, data extracts and feeds for custom dashboards and modeling, and PowerPoint summaries to support client readouts
-  Measurement built on privacy-first, deidentified data and rigorous governance

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.



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