

IQVIA Digital DTC Measurement for Publishers

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 publishers to:



Demonstrate audience quality and alignment with brand-defined patient populations



Support optimization conversations grounded in real-world outcomes on a consistent and timely basis



Compare performance across ad types, placements, and tactics, including cost efficiency



Strengthen trust with brands and agencies through consistent, third-party measurement



Attract new clients and retain existing partners by showcasing real-world campaign success and delivering actionable insights

IQVIA Digital Measurement capabilities

By grounding optimization decisions in robust health data and statistically sound measurement, publishers 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

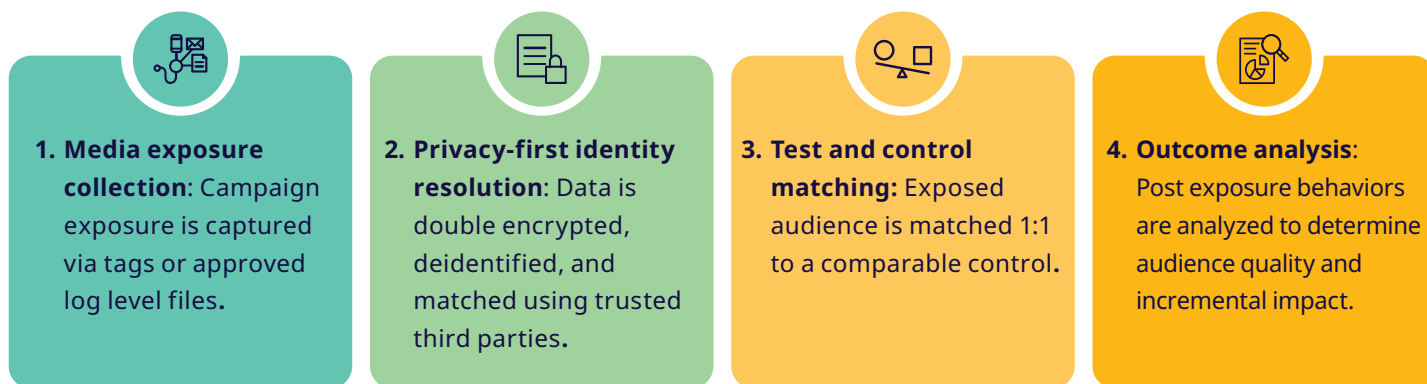


Attribution Modeling



+ More

Measurement workflow



Our commitment to publishers

-  Robust healthcare data foundation to support high quality exposure matching and independent validation
-  Demonstrated audience quality and media impact aligned to pharma valued KPIs
-  Granular measurement data breaks across channels, tactics, ad types and placements to support optimization
-  Flexible insight delivery options, including platform-based reporting, data extracts, and PowerPoint summaries
-  Consistent, standardized reporting across publishers, agencies, and advertisers

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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