

Women’s health brand increases ad campaign performance

Measured audience quality (AQ) increased by 81% versus prior version for programmatic ad campaign with IQVIA Digital

Challenge

A global pharmaceutical brand faced a common challenge: connecting with the right consumers to drive doctor visits and new-to-brand prescription (NBRx) starts for one of its women’s health products. For this programmatic advertising campaign, the brand identified two critical DTC audience segments¹:

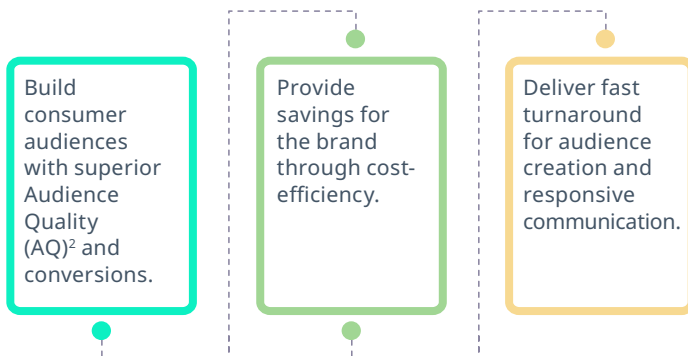
Diagnosis for the condition of interest

Women in a certain age range with higher propensity for a specific health diagnosis.

Diagnosis for the condition of interest and demonstrating additional risk factors

Women diagnosed for this condition and with additional risk factors that add treatment urgency.

The brand and its agency conducted a bake-off to evaluate different vendors and identify one that could grow with their business over time, by successfully attaining these key measures of success:



Solution

The bake-off pitted IQVIA Digital against other leading consumer audience vendors. All vendors were tasked with building two audiences for a programmatic advertising test campaign. IQVIA Digital met the client’s minimum audience size requirements for both segments from the outset, demonstrating the ability to build scalable audiences.

IQVIA Digital used its existing modeling methodology to build the audiences for the first two months of the campaign. Upon launching an advanced methodology midway through the campaign, the IQVIA Digital team quickly developed optimized versions of the two audiences using the new-to-healthcare, patent-pending methodology. This enabled benchmarking of the new audiences against the predecessors, which the IQVIA Digital team expected to improve performance metrics.

Results

The optimization was a resounding success. IQVIA Digital's Consumer Modeled Audiences delivered an **81% increase** in AQ, on average, in comparison to audiences created using its previous methodology.

While the initial IQVIA Digital audiences were already highly cost-efficient, the enhanced consumer audiences delivered dramatically better results across the board:



In Measured Audience Quality (AQ) for the diagnosed condition segment.



In Measured Audience Quality (AQ) for the diagnosed condition and additional risk factors segment.

Beyond the dramatic increase in audience quality, **the enhanced audiences also delivered a far better cost-per-target-reached (CPTR)**. Overall, the IQVIA Digital audiences—both the original and the optimized versions—**achieved the highest efficiency ratings among all vendors** in the bake-off.

Conclusion

By using IQVIA Digital's enhanced Consumer Modeled Audiences, the pharmaceutical brand significantly improved the performance and cost efficiency of its programmatic ad campaign test. The measurable results demonstrate how IQVIA Digital's innovative approach and commitment to continuous optimization directly translated into superior outcomes, helping the client achieve its test campaign objectives.



Learn how IQVIA Consumer Modeled Audiences can help achieve 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, 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.iqvialdigital.com.

1: Both audiences were created to match business rules provided by the client, based on client's previous segmentation work.

2: 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 higher 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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