

# Enhanced Social Reach with AIM XR Behavioral Audiences

CMI Media Group recommends adding Audience Identity Manager® XR (AIM XR) audiences to social awareness campaigns for increased performance and decreased CPM

## Opportunity

CMI Media Group and IQVIA Digital collaborated to determine whether integrating an AIM XR HCP behavioral audience segment with existing IQVIA clinical HCP segments could enhance performance in a Meta Awareness campaign for a pharmaceutical brand.

AIM XR HCP audience segments are created based on HCPs' identified information needs for specific conditions or treatments. By leveraging daily HCP digital research behavior, AIM XR powers:

### Earlier engagement

Identify and engage with HCPs before they may even appear in claims data – AIM XR research behavior is a leading indicator of script writing activity.

### Maximum reach

Go beyond high-value target segments and reach incremental HCPs who are actively researching your brand or indication.

### Campaign efficiency

Reduce cost per HCP and overall campaign spend while maintaining quality by reaching highly qualified audiences.

## Approach

Two audiences were activated, one included additional AIM XR data. The same branded creative was delivered to the both IQVIA Verified HCP audiences within a Meta Awareness campaign powered by CMI Media Group:


1. Non-AIM XR HCP Audience performance was monitored for the final 48 days of 2023.
  - » 2023 HCP segments used: target list, specialties, Dx, competitive Rx.
2. AIM XR audience segment was added and implemented in 2024. Performance changes were then monitored for 48 days.
  - » 2024 HCP segments used: target list, specialties, Dx, competitive Rx, AIM XR (HCPs reading about competitors & disease states).



# Results

Although both audiences performed very well in impressions delivered, the addition of AIM XR increased HCP reach by ~22% while spend decreased ~58% from 2023 to 2024.

CPM decreased ~62%, despite serving the same volume of impressions, proving that the addition of AIM XR segments increased campaign efficiency and decreased cost.



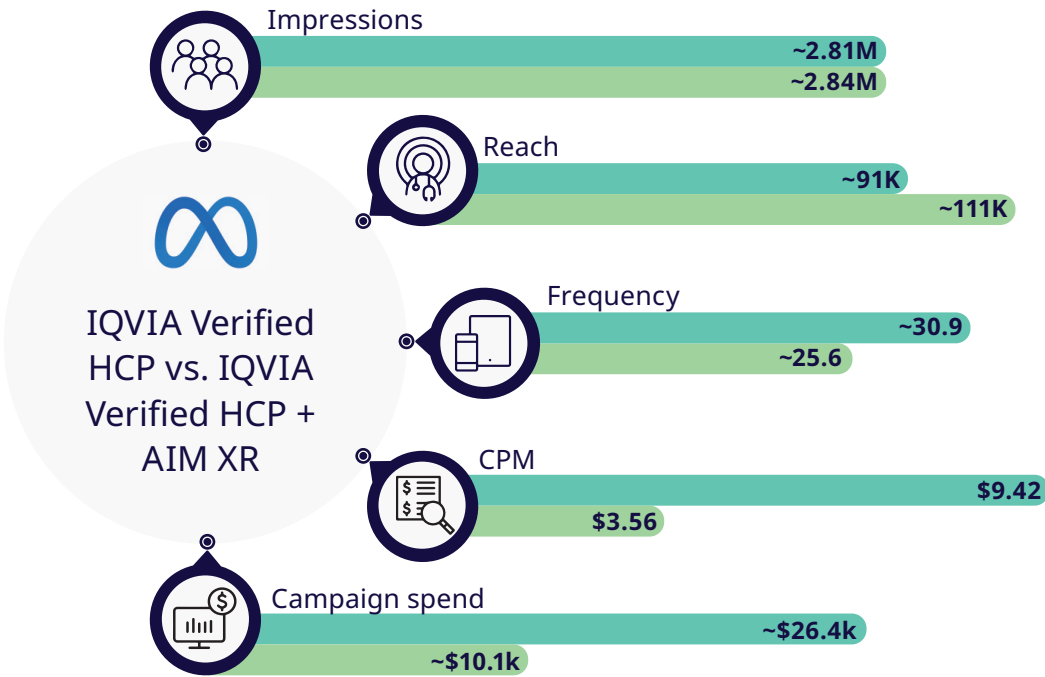
AIM XR increased HCP reach by **~22%** while spend decreased **~58%** from 2023 to 2024



CPM decreased **~62%**

**Given the strong improvement in campaign reach and performance, CMI Media Group recommended using IQVIA AIM XR audience segments within all social awareness campaigns to further drive efficiency and impact for brands.**

## CMI Media Group adds AIM XR audience to Meta campaign for increased performance and decreased CPM



**HCP SOCIAL AWARENESS**

**IQVIA Verified HCP**  
 IQVIA Verified HCP date range 11/13/23 - 12/31/23 (48 days)

**IQVIA Verified HCP + AIM XR**  
 IQVIA Verified HCP + AIM XR date range 1/2/24 - 2/19/24 (48 days)



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