

The fundamental role of measurement in marketing effectiveness

Inform planning, optimize campaigns, and improve brand performance with a data-driven approach for managing marketing campaigns

Measurement matters

In life sciences marketing, knowing who to reach, where to reach them, and how to drive behavior change are key to achieve brand goals and drive better health outcomes.

But many life sciences brand leaders and marketers continue to experience challenges – and likely frustration – with understanding the success of campaigns, whether budget spend offered a positive return with little waste, or how to use analyses to find opportunities for optimization.

Measurement matters – and is foundational to informing marketing strategies and assessing plans, and understanding the true impact marketing has on health outcomes.

Measurement is most effective when the following elements are incorporated:



Timeliness and frequency of analysis



Coverage of brand engagement across all channels (in-person and digital)



Fit for purpose and best practice methodologies



Data quality, to ensure accurate results

Measurement across the marketing lifecycle

Gain market knowledge

Early in the process, assess:

- HCP or DTC characteristics
- Landscape of competing brands
- Where to reach audiences



Improve media campaigns

On an ongoing basis, use learnings to improve the efficiency and outcomes of past



Analyze performance

Review campaign KPIs, including ROI, across all DTC and HCP digital channels to determine success

The IQVIA Digital difference



PRIVACY

Data that benefits from rigorous privacy safeguards and controls and is adaptable to technology changes.



INTEGRITY

A commitment to following industry best practices for data collection and responsible use of data.



TRANSPARENCY

Detailed reporting on campaign results using comprehensive, easy-to-understand methods.

Focus on what works with the right measurement solutions

Engaging HCP and DTC audiences where they are spending most of their time today is still a priority for life sciences brand leaders and marketers. Wherever audiences are engaged -- online, linear and connected TV, email, in-office or point of care, and other marketing channels -- incorporating analytics and understanding audience insights are table stakes for informing marketing and business decisions.

IQVIA Digital Measurement solutions empower marketers to run smarter marketing campaigns, expand audience reach and quality, deliver more personalized engagement, and support effective spend and ROI. With solutions founded on decades of experience partnering with life sciences organizations, we provide:



Campaign benchmark



Audience analytics



Net impact analysis



Custom measurement modeling



Profiles for HCP and consumer cohorts

Engaging Further, our analytics experts can tailor measurement solutions that seamlessly integrate existing campaign data into platforms and reports, allowing clients to quickly understand and act on key performance metrics. **Contact us today to learn how we can support your measurement needs.**

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.iqviadigital.com.



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