

IQVIA Digital DTC Measurement for Life Sciences

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 helps brands understand:



Whether media is reaching eligible patient populations aligned to brand objectives



How different channels, partners, and tactics contribute to real-world outcomes



Where investments are driving incremental impact, not just exposure



How to optimize media plans with confidence using healthcare relevant KPIs

IQVIA Digital Measurement capabilities

By grounding media measurement in robust health data and statistically rigorous methodologies, advertisers can make informed decisions that improve performance today and support better patient outcomes 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

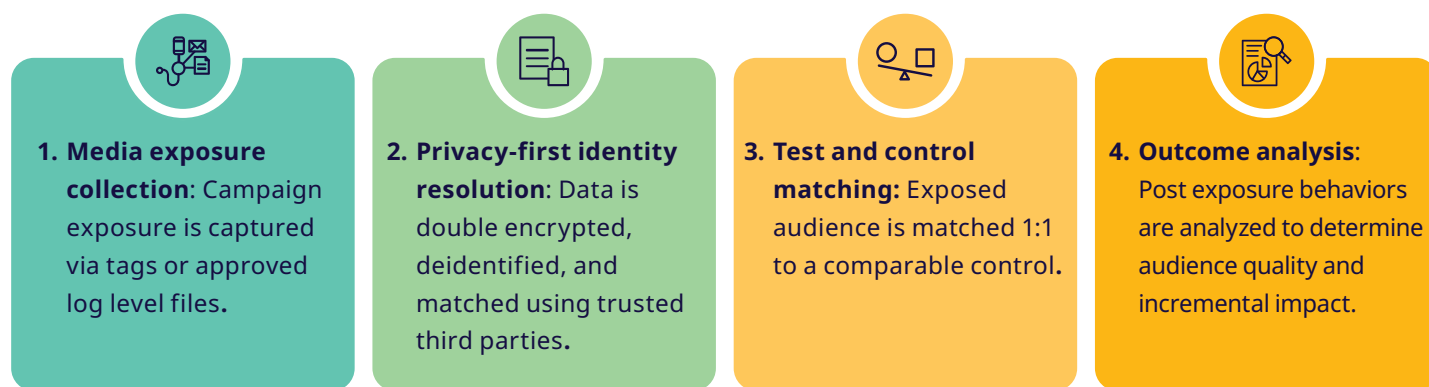


Attribution Modeling



+ More

Measurement workflow



Our commitment to brands

-  Validation of audience quality, confirming media reach against brand-defined Rx/Dx eligibility criteria
-  Measurement of incremental media impact, including brand-related health actions and conversions
-  Opportunity to understand channel overlap analysis, supporting apples-to-apples comparison across publishers and tactics to inform planning, optimization, and budget reallocation decisions
-  Flexible delivery models to support different teams and workflows, including:
The IQVIA Digital Measurement platform for ongoing performance monitoring, custom reports and PowerPoint summaries, and offline data or measurement delivery services for advanced analytics and internal modeling
-  Measurement built on privacy-first, deidentified data, with rigorous governance and healthcare safeguards

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.

