

RECENT CLIENT CASE STUDY

This client reaped the benefits of Ipsos MMA's Unified Measurement approach, combined with HealthVerity's data management



INSIGHTS & ACTIVATION

Solved for changes in privacy and built HIPAA-compliant omnichannel measurement to prioritize audience quality/reach across patients and HCPs to drive increased TRx conversion

Built Omni-channel NBA engine linked into physician Salesforce CRM planner to drive optimal sequences – led to significant gains in 1-year ROI

SITUATION/CHALLENGES




Given changes in the availability of individual-level data, increased privacy regulations, and consent requirements, the use of patient-level ads data tied to Claims TRx, Audience Quality, and Omnichannel Attribution Measurement has become limited for measurement.

Ipsos MMA needed to rethink how to optimize Digital, Social, Video, and TV investments to reach the intended qualified audiences and convert them downstream – while optimizing physician journeys and the impact of physician-state on DTC.



APPROACH

Ipsos MMA implemented an AI-based ad tracking solution across digital, social, and traditional marketing partners' firms to capture ad exposures and link them in a HIPAA-compliant way to claims data. Through this advanced approach, the Client was able to achieve the following in a scalable manner with monthly updates:

-  Quality Audience and Reach prioritization in-market across tactics, targeting, and publisher/networks
-  Understand the link between reach, frequency, and attribution
-  Map out the Next Best Action for HCPs based on the combined journeys by physician decile

VALUE DELIVERED

By optimizing both the HCP and Patient Journeys ("Omnichannel") with this enhanced Unified MMM / Attribution approach, an **incremental \$74MM was generated in 6 months for one brand.**