

CASE STUDY

Digital campaign driven by predictive analytics yields nearly 5:1 ROI for mature brand

It can be a real challenge to promote a mature brand, trying to engage eligible prescribers on a topic that they may think they already know about. To help our client achieve its awareness and education goals among HCP audiences, we designed a highly targeted, flexible campaign that reintroduced the brand through valuable educational content—complemented by more frequent short-form messages—to yield measurable impact on prescription lift.

SITUATIONAL ANALYSIS

This mature brand sought to drive incremental revenue using a performance-based model to assess campaign effectiveness. But since this therapy is not tracked through typical pharmacy metrics, our analytics team created a new model to accommodate this non-traditional way of measuring NRx.

By applying our proprietary Aptus Propensity Index™ (APx) – which funnels individual HCPs into different engagement journeys based on historical and predictive behaviors—we were able to create test and control pools that ensured accurate measurement of the campaign in the absence of typical inputs.

SOLUTION DESIGN AND IMPLEMENTATION

To help re-educate physicians—especially relevant specialists—on this therapy, we developed an integrated digital solution that included the following tactics, strategically deployed over the course of a 12-month campaign:

- Targeting and messaging assessment based on client goals and our own proprietary knowledge of the audience
- A series of light engagement touches featuring branded and unbranded messages, driving audiences to the client's existing assets, including an instructional video
- Deeper engagement experiences including interactive, multimedia content

RESULTS

Elements of the program's performance exceeded internal benchmarks, delivering on our promise to yield measurable outcomes for our client.

HIGHLIGHTS INCLUDE:



NRx lift of 4.31%

among existing writers, validated by objective third-party analysis and after accounting for other promotional efforts



4.7:1 ROI



Added geotargeted mobile ad campaigns

focused on driving healthcare consumers into clinics

INSIGHTS

Cross-tactic reporting and analysis revealed actionable insights throughout the campaign:

- **Specificity is key:** for email campaigns, branded subject lines and the mention of the specific therapeutic area had some of the strongest total open rates, contrary to what we typically see in similar programs
- **Digital is the new Rep:** HCPs who are called on by field sales reps had a slightly higher engagement rate in digital tactics, compared to those HCPs who are not called on—underscoring the importance of digital for a mature brand
- **Old products need new tricks:** As part of the interactive presentation, less than half of respondents (40%) correctly predicted the estimated growth in the number of new cases of the condition that our client's brand treats, indicating an opportunity for education
- **HCPs appreciate the support:** 91% of respondents say they found the program helpful in providing them with new clinical insights about the branded therapy, suggesting the power of this content to support practice decisions

KEY TAKEAWAY

Don't give up on a mature brand! The right combination of coordinated short-form branded content and deep engagement tactics—backed by a solid analytic model to identify and engage the right audiences—can bring new life and lift to even an established brand.

Contact us at info@aptushealth.com for more information on our approach to multichannel engagement solutions.