

A white paper on

How to Win in a Crowded Digital Marketplace

AUGUST 2022



The Current State of Digital Promotion

"Virtually every single HCP can be reached through digital communication, and the costs of increasing the frequency of digital promotion do not scale linearly as they do for sales rep visits"

When it comes to marketing, the life sciences industry has historically taken a relationship-based approach. Sales rep details have long been considered the most effective mechanism for engaging customers, and field forces subsequently have formed the bedrock of a brand's promotional strategy.

However, the pandemic greatly accelerated a downward trend in sales rep access to HCPs. In response, investments in digital promotion have skyrocketed. The life sciences industry spent over \$11 billion in digital advertising in 2021, an increase of over 30% vs. 2019. ^[1]

The implications of this rapid growth in digital spend must be carefully considered when developing brand marketing strategies. As digital promotion continues to scale, life sciences brands find themselves increasingly competing for a finite amount of customers' digital attention.

In this white paper, we draw findings from ZoomRx's new omnichannel intelligence platform, PERxCEPT, to explore the competitive landscape of digital promotion and its implications for omnichannel marketers moving forward.

Sales Rep vs. Digital Promotion

Although often pitted against one another, sales rep promotion and digital promotion have largely proved synergistic - each method has unique advantages, with the strengths of one filling in the limitations of the other. For example, virtually every single HCP can be reached through digital communication, and the costs of increasing the frequency of digital promotion do not scale linearly as they do for sales rep visits.

On the other hand, sales rep visits are pre-scheduled, with multiple minutes of relatively undivided customer attention. Because of this focus, message recall and impact on prescribing tend to be higher following sales rep visits than they are following digital interactions.

Sales Rep vs. Digital Promotion

<i>Sales Rep</i>	<i>Trait</i>	<i>Digital</i>
	<i>Reach</i>	✓
	<i>Frequency</i>	✓
	<i>Cost</i>	✓
✓	<i>Attention</i>	
✓	<i>Recall</i>	
✓	<i>Impact</i>	

Taken together, life sciences organizations have more means for customer engagement than at any point in the past. However, with this proliferation of communication channels, HCPs also find themselves in an increasingly saturated and fragmented promotional landscape.

Fragmentation Within the Digital Marketplace

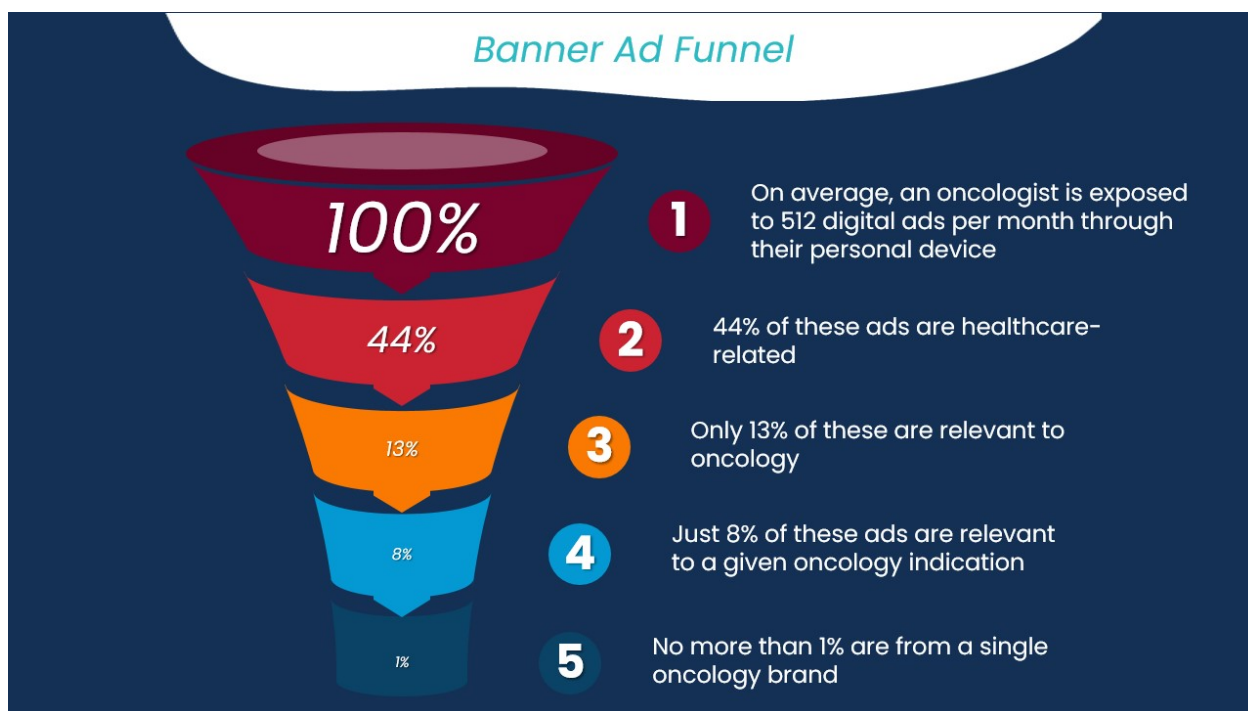
To date, it has been difficult to put into perspective the full breadth of digital promotion physicians receive on a regular basis. However, a case study within the Multiple Myeloma market, using PERxCEPT data captured in Q2 2022, can demonstrate surprising new insights for pharma omnichannel marketers.

PERxCEPT data shows that the typical oncologist encounters 500+ digital banner ads per month on their personal desktop device. However, less than a half of these ads are healthcare-related, and an even smaller percentage (~13%) are oncology-relevant.

"According to ZoomRx primary market research, the median number of brands an HCP "recalls" encountering digitally is ~9 per quarter. This starkly contrasts the median number of brands an HCP actually encounters online of ~54, according to PERxCEPT's digital tracking of customer web browsing activity."

Furthermore, the share of voice for any one oncology brand among the vast digital advertising landscape is a mere drop in the promotional bucket. Across the Multiple Myeloma market, no brand was able to obtain more than 1% share of the total digital ads encountered by a typical oncologist. To make matters worse, research shows that only 0.1% of all banner ads are actually clicked on.^[2]

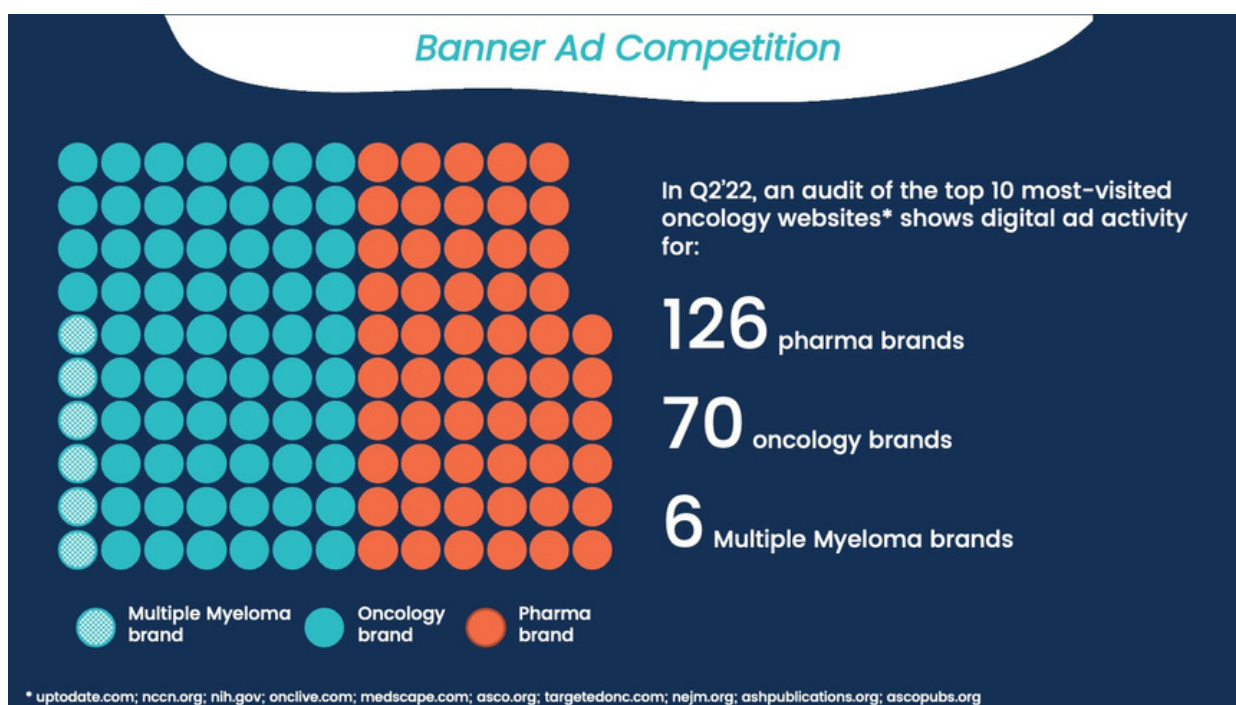
Because of this saturation, very little digital content is actually retained in the minds of HCPs. According to ZoomRx primary market research, the median number of brands an HCP "recalls" encountering digitally is ~9 per quarter. This starkly contrasts the median number of brands an HCP actually encounters online of ~54, according to PERxCEPT's digital tracking of customer web browsing activity.



Given the deluge of digital content HCPs are presented with, it should come as no surprise that many are expressing fatigue from this new digital landscape. A recent survey found that 62% of HCPs felt "overwhelmed" by the product-related promotional content they receive from drugmakers.

In addition, 64% of HCPs said they're getting too much digital content from pharma, and 65% said at least one pharma company had "spammed" them since the beginning of the pandemic.^[3]

PERxCEPT web tracking data of the 10 most-visited oncology websites demonstrates how extremely competitive the digital landscape has become. A grand total of 126 different pharmaceutical brands hosted digital ads on these 10 websites in Q2'22. In the Multiple Myeloma market, 6 of 13 actively marketed brands had digital ads in rotation, representing a total of 27 unique messaging campaigns and 127 different banner ad variations.



This level of extreme fragmentation limits the potential impact of any one brand to make a sustained impact. Even the highest spending Multiple Myeloma brands are able to generate only a tiny fraction of the digital share of voice. For example, despite being the most digitally active Multiple Myeloma brand, Darzalex was still only able to capture a miniscule proportion (0.1%) of the total banner ads, healthcare related and non-healthcare related, encountered by a typical oncologist.

How to Win in a Crowded Digital Marketplace

"With so many brands competing for limited HCP attention, spending more on digital content no longer directly translates into a competitive advantage"

With so many brands competing for limited HCP attention, spending more on digital content no longer directly translates into a competitive advantage. To win in today's digital marketplace, omnichannel marketers need to spend smarter. Spending smarter requires real-time intelligence on the digital activity of both your customers and your competitor brands, enabling a comprehensive map of the "digital landscape" within your market.

PERxCEPT is designed specifically to enable life sciences brands to identify and exploit opportunities within their digital marketplace. Here are just a few of the ways in which PERxCEPT can enable life sciences organizations to spend smarter:

Customer Targeting & Segmentation

PERxCEPT tracks the browsing behavior of your target HCPs, so that you can better optimize your digital strategy by prioritizing the websites they are most active on

Real Time Competitive Intelligence

PERxCEPT provides [unprecedented views into your competitors' digital tactics](#), so you always know:

- WHAT digital content your competitors are placing on the web
- WHERE your competitors are placing digital content
- WHEN competitor content is reaching your customers

Benchmarking

PERxCEPT [benchmarks your brand's digital performance](#) directly to key in-market competitors, enabling you to truly understand what success looks like in your market

Want to learn more about this next-generation omnichannel intelligence tool?

Please use the link below and one of our customer engagement experts will get in touch with you.

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