

A WHITEPAPER ON

How Much Attention Are Your Digital Campaigns Really Receiving?

A novel, unbiased, and future-proof method to measure Digital Share of Voice in Pharma

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Introduction

In today's digital landscape, pharmaceutical companies are increasingly leveraging digital channels to engage with healthcare professionals (HCPs) and patients. Traditional methods of reaching HCPs, such as in-person visits and printed materials, have been complemented and, in some cases, replaced by digital marketing strategies. With this shift, however, all marketers are vying more than ever for the attention of a limited set of HCPs. It has become crucial for pharmaceutical companies to find effective ways to stand out to their target audience.

Share of Voice (SOV) has emerged as a critical metric to understand the success of digital outreach strategies. Just as field forces rely on SOV to understand the impact of sales rep activity, understanding digital SOV helps marketers amplify their brand visibility, engagement, and impact, both in the short and long term. While traditional digital marketing KPIs such as click-through rates, impressions, and website conversions offer valuable insights, they have very limited utility without benchmarking against competitors. Current technologies can only inform marketers at a campaign level, lacking true market or customer-level insight.

In this paper, we present a solution to accurately and comprehensively track digital SOV across multiple channels. The innovative approach provides life sciences organizations with the tools necessary to better understand their digital presence and performance, allowing them to fine-tune their outreach strategies and maximize business outcomes.

Solution

A. UNIQUE DATA COLLECTION APPROACH

ZoomRx has leveraged PERxCEPT, its omnichannel intelligence offering that rethinks how to measure and benchmark online HCP and patient engagement, to help multiple brands accurately measure their Digital Share of Voice (SOV). PERxCEPT leverages unbiased data from two primary sources:

(i) Healthcare-related online exposure directly from HCPs and Patients:

PERxCEPT collects data directly from the desktops and mobile devices of a custom-recruited audience of HCPs and patients within ZoomRx's proprietary market research panel. This panel-based approach allows a brand to quantify digital SOV directly from their target customers while removing the noise of irrelevant impressions and views.

(ii) Profile-driven Web Scraping:

PERxCEPT supplements the data collected directly from panelists through profile-driven web scraping, enabling collection of promotional data on every campaign, across every digital channel, for every brand in a desired pharma market. This web scraping technique increases the depth of data coverage, complementing data obtained from panelists wherever necessary.

B. COMPREHENSIVE CHANNEL COVERAGE WITH HOLISTIC & GRANULAR INSIGHTS

PERxCEPT's methodology covers every digital channel to provide a holistic view of a brand's digital SOV. Every browsing session is tracked and all data collected is tagged to a unique identifier (eg. NPI numbers in the case of HCPs) which enables the data to be sliced across pre-defined segments.

The channels PERxCEPT currently covers include:

- (i) Healthcare-related web browsing/Digital Brand Engagement
- (ii) Online Display Ads (both programmatic and endemic)
- (iii) Email
- (iv) Social Media
- (v) TV
- (vi) Custom Healthcare Channels (eg. Sermo, Epocrates)

PERxCEPT reveals Digital Share of Voice at an overall digital level – integrating data across digital channels – which can be broken down at the channel, website, and campaign levels. Insights at every level provide marketers with an understanding of the performance of specific campaigns across specific channels in the context of their competition. A uniform method to capture engagement and promotion across channels helps benchmark their performance against in-market competitors at each level.

C. SAFEGUARD AGAINST THE “COOKIE APOCALYPSE”

PERxCEPT offers a robust, long-term solution to evaluate digital performance across various channels. Significantly, it remains unscathed by the impending "cookie apocalypse" since it gathers data directly from customers, bypassing the issues arising from the decline of third-party cookies.

Case Study

SITUATION:

A pharmaceutical company developing a late-stage investigational drug for Multiple Myeloma (MM) aimed to gain insights into the current online engagement models and digital marketing performance of its potential competitors in the highly competitive MM market. The objectives were to

- (i) Survey the existing digital marketing landscape within the MM market and identify the relative prioritization of digital channels for each brand
- (ii) Gather data on SOV, reach, and other key benchmarks
- (iii) Understand key messaging strategies employed by competitors across various channels
- (iv) Identify potential partnership opportunities with influential online assets based on the web browsing behavior of the brand's target audience

OVERALL DIGITAL SOV FACILITATED BENCHMARKING OVERALL SPEND AND IDENTIFY KEY COMPETITORS

PERxCEPT's data showed that the market was indeed fragmented in terms of digital attention from HCPs. Revlimid held the most significant market share at 28%, indicating its dominance. Darzalex and Velcade trailed with 20% and 17% respectively.

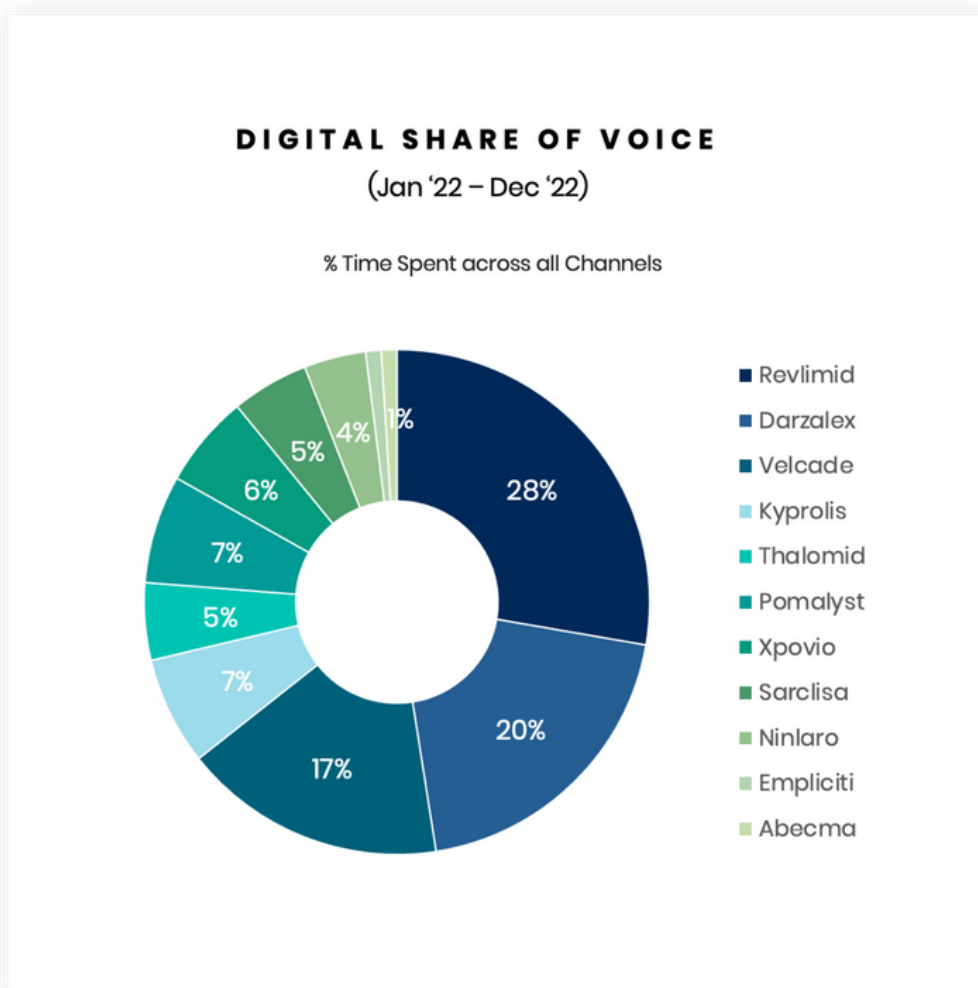


Fig 1. Digital Share of Voice, Multiple Myeloma, Jan - Dec 2022

CHANNEL-LEVEL SHARE OF VOICE HELPED UNEARTH COMPETITOR STRATEGIES

Looking closer, PERxCEPT identified channels with potential opportunities for the soon-to-be-approved brand. The focus was primarily on assessing the priorities of major competitors through emails, product websites, display ads, and third-party sites in the forms of earned and paid media content.

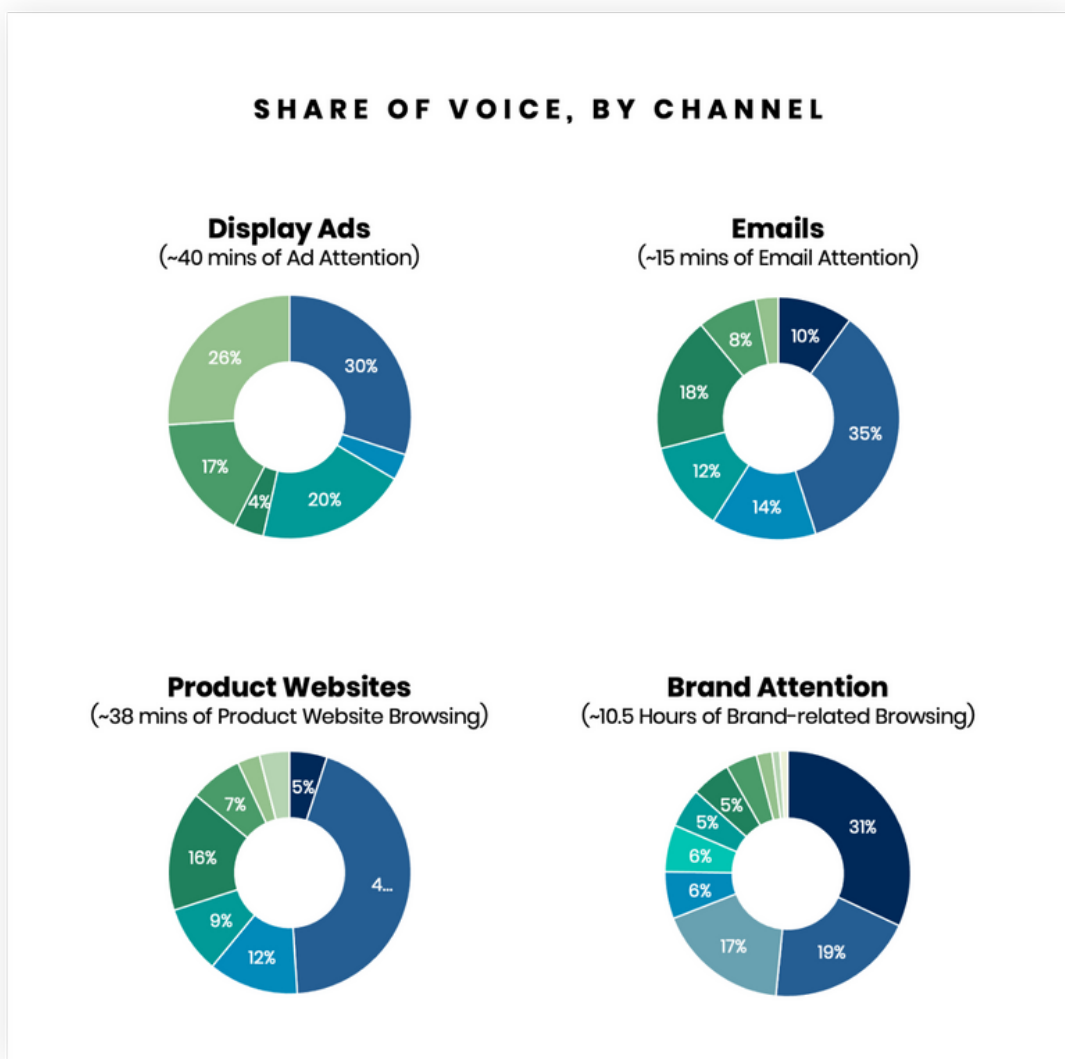


Fig 2. Share of Voice by channels, Multiple Myeloma, Jan - Dec 2022

In the MM market, the performance of brands differed across various digital channels. Revlimid and Darzalex showed high engagement through email marketing, with respective shares of 10% and 35%. Pomalyst heavily invested in display ads, securing a 21% share. Darzalex excelled in brand engagement on its website, capturing a 44% share.

The analysis revealed areas for potential focus with regard to channel prioritization for the client. For example, maintaining a strong email presence could engage healthcare professionals effectively for awareness campaigns, while encouraging visits to the product website from these professionals could help address questions around accessibility.

WEBSITE-LEVEL SHARE OF VOICE UNCOVERED MEDIA BUYING OPPORTUNITIES:

Additionally, PERxCEPT's data furnished the marketing team with insights into the investments, media strategies, and resource allocation of competitors across channels. Understanding the digital SOV at the website level opened up opportunities for the brand to consider prioritizing engagement on specific websites frequented by their target audience that competitors had overlooked, allowing for optimized spending for individual campaigns and website properties. Medscape.com, nejm.org, and targetedonc.com emerged as key opportunities for multiple myeloma brands to maximize their reach while facing relatively low competition from existing brands.

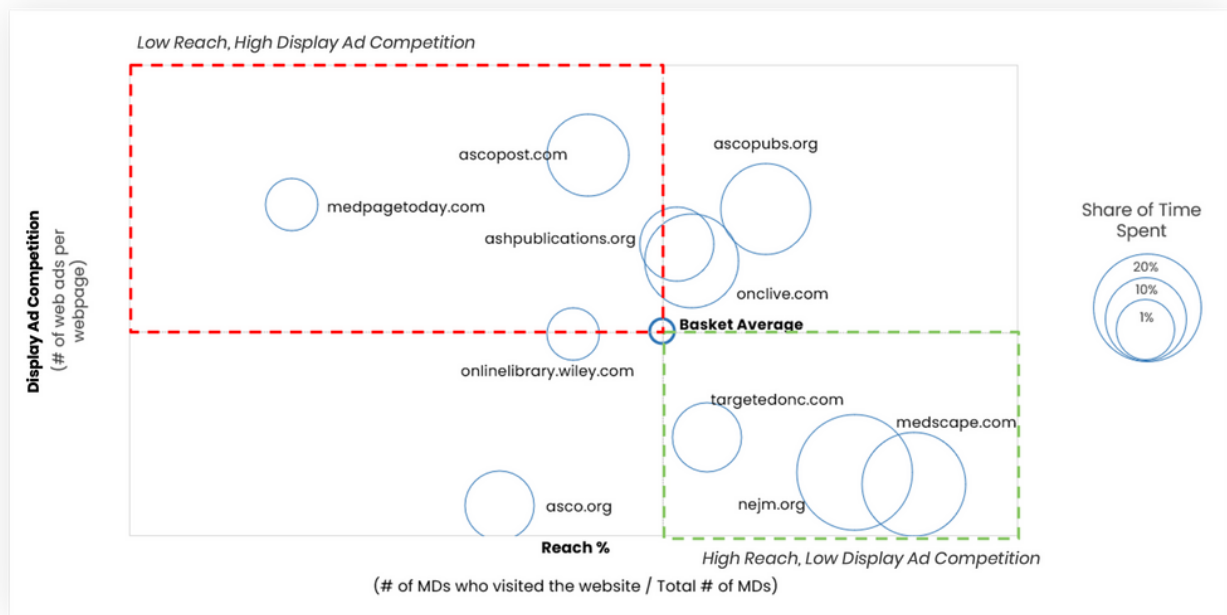


Fig 3. Density of display ads encountered by the panel vs. Reach of websites, Jan - Dec 2022

**CAMPAIGN-LEVEL SOV DETERMINED IMPACTFUL
COMPETITOR CAMPAIGNS AND UNCOVERED
RELEVANT THEMES:**

PERxCEPT accurately identified specific campaigns from potential competitors that had outsized contributions to their Digital SOV. By integrating primary market research data on HCPs’ campaign preferences, PERxCEPT identified particular high-impact campaigns that had both high SOV and were considered influential by their target audience.

For instance, Darzalex's "See what's rolling out" campaign and Sarclisa's "See the latest results" campaign were the best-received display ad campaigns. These initiatives centered around the unveiling of new clinical trial data, successfully capturing the interest of the target audience. Such findings allowed the brand to plan targeted responses to these campaigns within relevant channels, which helped to better position the drug ahead of its launch.

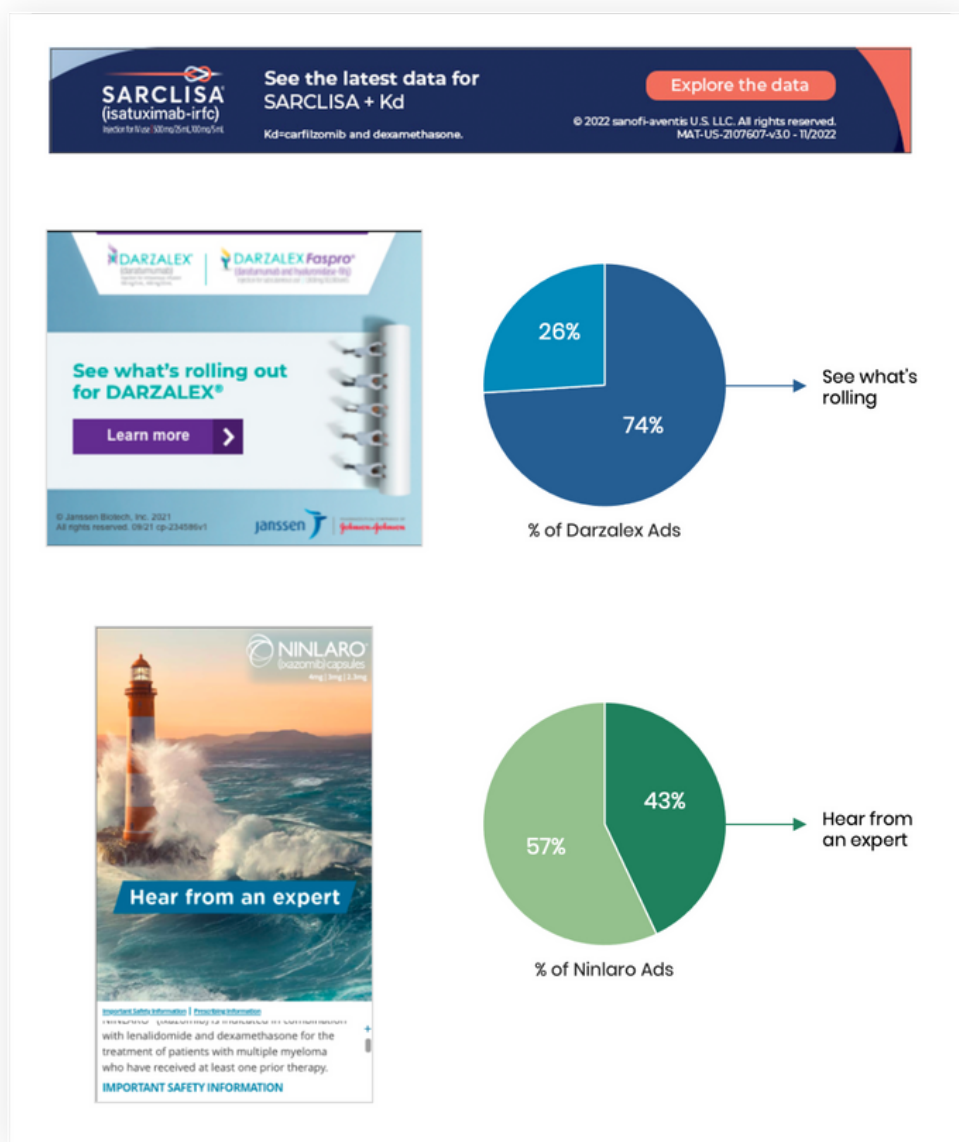


Fig 4. Sarclisa, Darzalex, and Ninlaro display ads, Multiple Myeloma, Jan - Dec 2022

On an ongoing basis, PERxCEPT consistently collected, categorized, and monitored digital campaigns in real-time, providing important insights to effectively track competitor activity. Beyond identifying impactful campaigns, PERxCEPT's analysis delved deeper to uncover common themes that garnered a high SOV across channels. For example, many web ad campaigns for Darzalex mainly focused on sharing product information and recent clinical trial results. Conversely, Sarclisa's messaging in website advertisements accentuated the NCCN recommendation and proven effectiveness.

Recognizing and understanding the messaging of key competitor campaigns and the reach they had provided critical insights into the messaging strategies that the client might need to embrace to compete effectively in the market once the drug was approved.



Fig 5. Sample Darzalex and Sarclisa display ads, Multiple Myeloma, Jan - Dec 2022

Conclusion

By leveraging the comprehensive real-time data provided by PERxCEPT, the yet-to-be-approved brand gained a competitive edge in understanding the digital landscape of the Multiple Myeloma market. This analysis enabled the brand to identify key areas of focus in its digital marketing strategy across various channels, anticipate competitor moves, and make informed decisions around effectively allocating the right resources to the right channels, uncovering media spend opportunities, and rapidly reacting to competitive messaging.

Utilizing Digital Share of Voice (SOV) enables pharmaceutical companies to optimize their digital strategies, harmonize messaging across channels, and enhance the impact of potential in-person interactions, ultimately fostering engagement with healthcare professionals. In essence, evaluating Digital SOV presents an innovative and efficient approach to gauging the success of digital promotions in the ever-changing digital landscape, assisting in positioning the yet-to-be-approved brand for a successful market entry.

To learn more about how ZoomRx can help you build and optimize your digital engagement strategy, see some of our recent findings using this data [here](#) or reach out to mario.ashwin@zoomrx.com