IQVIA

IQVIA vs Meta's First-Party Audience Capabilities

CMI Media Group overcame audience and data restrictions on native social platforms by leveraging IQVIA's powerful audience capabilities, unlocking unprecedented performance for healthcare brands.

Goal

Spread awareness for a leading neurological treatment brand and reach qualified healthcare audiences across Meta platforms, measuring efficiency and efficacy through users reached, CPM, and ThruPlay Rate.

Setup

Leading healthcare marketing agency CMI Media Group tapped IQVIA to develop new privacy optimized modeled consumer segments to best replicate Meta's now deprecated first-party healthcare terms.

Modeled audiences

Meta first-party segment	Versus our modeled audience
Depression and anxiety	Consumers by Rx and Dx, caregivers of consumers by Rx and Dx for depression and anxiety
Stroke and heart disease	Consumers by Rx and Dx for stroke and heart disease, type 2 diabetes, hypertension, and obesity
Tardive dyskinesia (TD)	Consumers by Rx and Dx, caregivers of consumers by Rx and Dx for TD

Rx: Prescription
Dx: Diagnosis

IQVIA'S UNIQUE MODELING METHODOLOGY

1 Access warehouse of de-identified medical claims data

2 Combine with privacy optimized consumer attributes to train a model

3 Machine learning model outputs predicted DTC audience cohorts

4 Activate audiences with us, or on any social/ programmatic platform

Fully customized DTC audiences can be developed for any combination of conditions, medications, procedures, and more with privacy and compliance at their core.

Media period

- **First-Party Meta Audiences:**
  Jan - Feb 2022
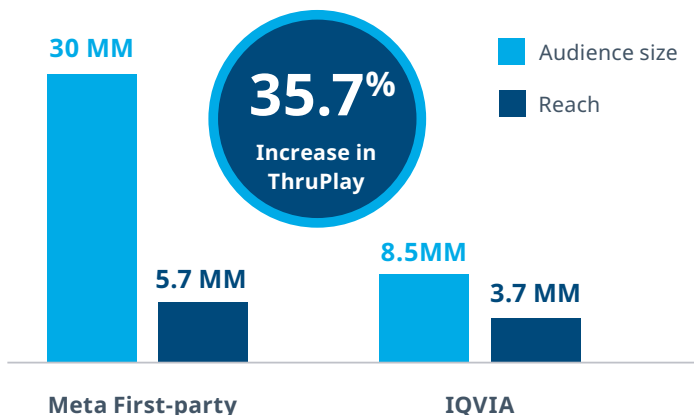
- **Our Audiences:**
  Apr - July 2022*

*IQVIA's audiences were activated post deprecation of Meta's 1st-Party audiences in April and continued past two-month period due to high campaign performance.

Results and significance

As Meta's native targeting abilities change, rest easy knowing that IQVIA's HCP and DTC audience capabilities will enable you to maintain maximum audience reach, quality, and scale across your campaigns.

CMI Media Group was able to increase the impact of their marketing dollars with our intelligent audience models.

44 DAY COMPARISON (OVERALL AUDIENCE REACH)

30 MM
35.7%
Increase in ThruPlay
5.7 MM
8.5MM
3.7 MM

■ Audience size
■ Reach

Meta First-party   **IQVIA**

44 days comparison	Audience size	Reach	CPM	ThruPlay rates
Meta First-party	30,000,000	5,697,210	$5.26	0.88%
IQVIA	8,500,000	3,680,256	$4.77	1.19%
Meta First-party to IQVIA change			-9.32%	+35.74%

- Our overall audience size is smaller because it is built to be **more targeted and powerful**

- Video **ThruPlay rates increased 36%**, showing that our segments are more qualified and engaged

- Higher quality audiences mean **consistently lower CPM** with about **$0.01-$0.02 deviation** over our entire media period

FULL COMPARISON (OVERALL AUDIENCE REACH)

30 MM
7.35%
Drop in CPM
6.3 MM
8.5MM
8.4MM

■ Audience size
■ Reach

Meta First-party   **IQVIA**
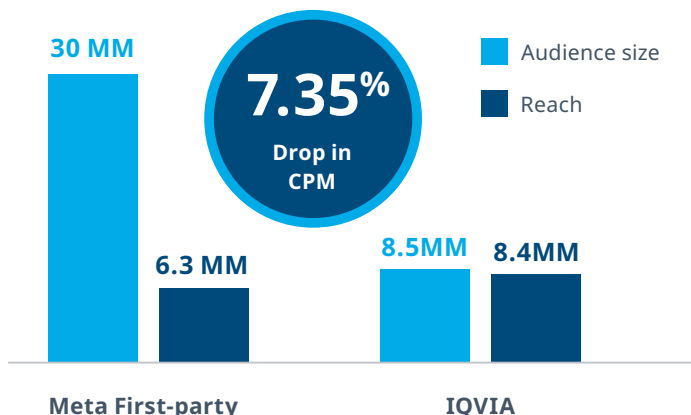
First-party Jan - Feb vs IQVIA Apr - July	Audience size	Reach	CPM	ThruPlay rates
Meta First-party	30,000,000	6,346,552	$5.17	0.90%
IQVIA	8,500,000	8,372,236	$4.79	1.03%
Meta First-party to IQVIA change			-7.35%	+15.05%

- With time, IQVIA's audience performance **continues to improve** as the campaign scales and finds the **most engaged users**

- After an additional two months of our audiences in the market, **delivery costs remain minimized**

IQVIA Connected Intelligence

IQVIA's Digital Enablement Center of Excellence 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.iqvia.com**.

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