

Improve Marketing Performance with the Right Combination of Data

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Data Is Driving Media Strategy and Performance

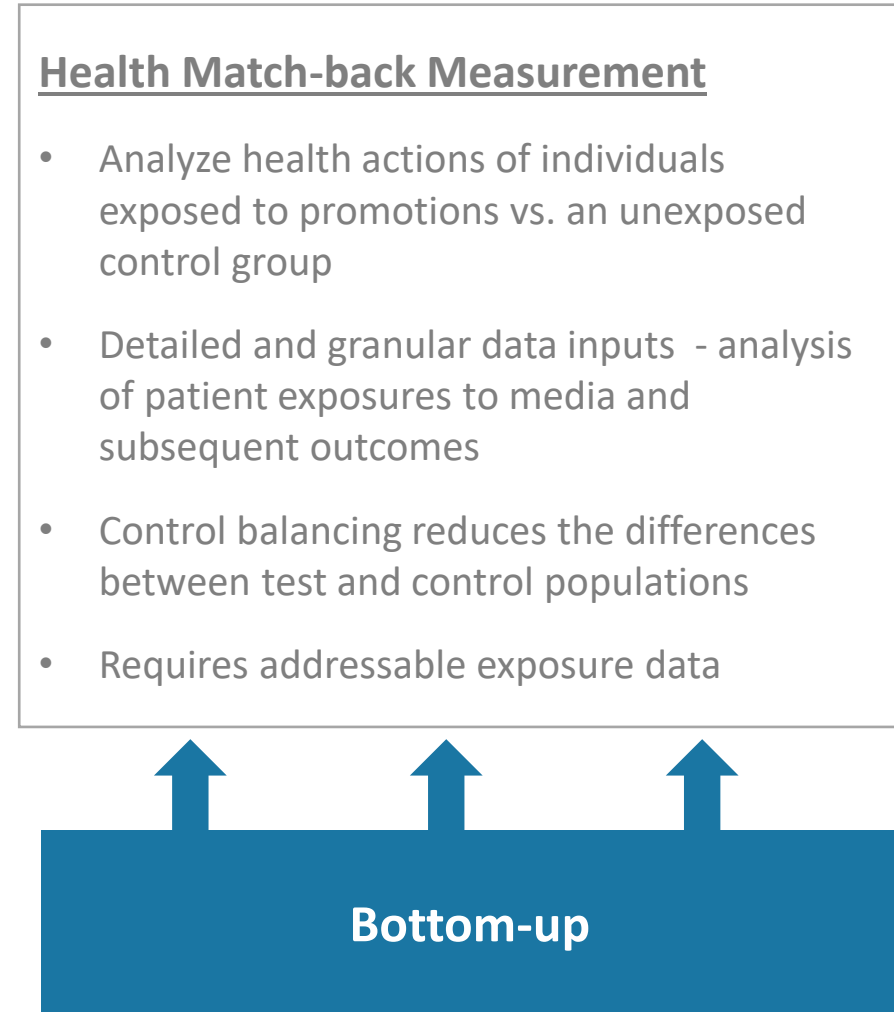
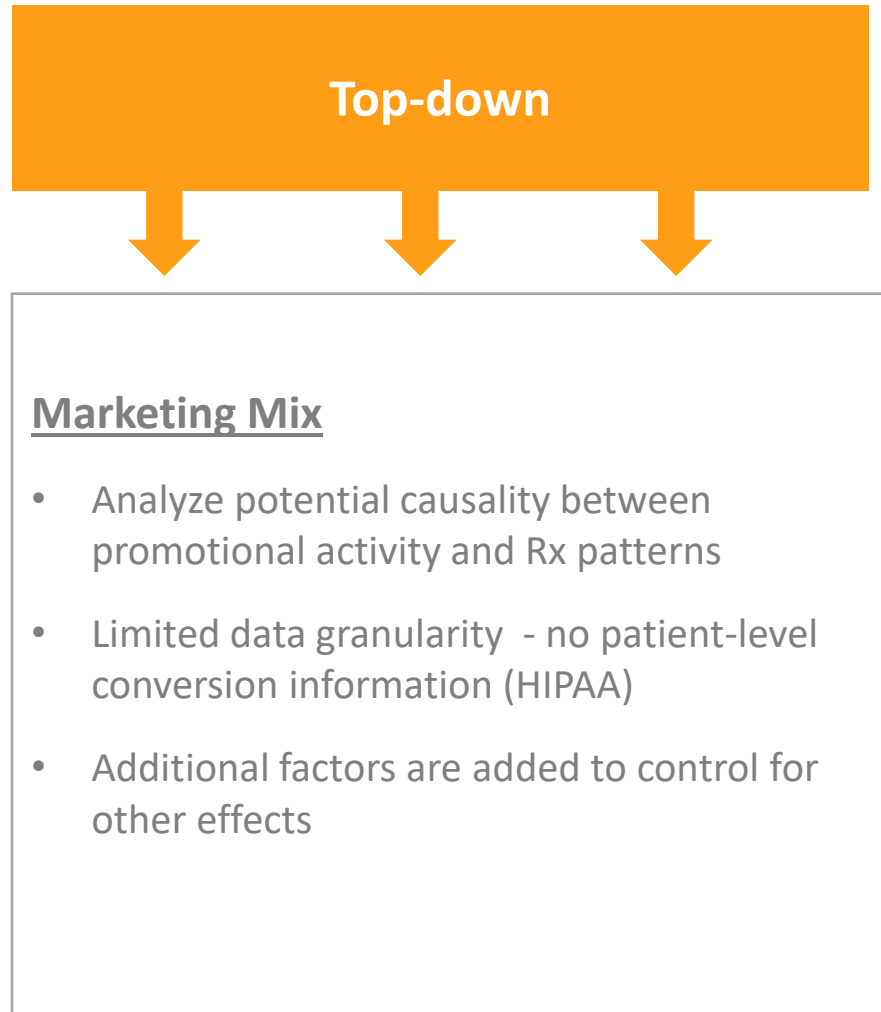


**DATA-DRIVEN
DECISION
MAKING**

Modeled data – marketing mix and allocation opportunities

Observational data – patient-centric and granular

Top-down vs Bottom-up Approach



Leveraging Strengths From Each Approach

Drive the best outcomes with big picture and patient-centric granular data

Data combinations	
Marketing Mix Modeling	Health Match-back Measurement
Strategic optimizations	Tactical optimizations
Incremental volume and channel ROI	Conversions at the patient level
Scenario planning	Synergies, overlaps, behavior drivers
Business lens	Customer lens
Top-down approach	Bottom-up approach



Marketing Mix for HCP and DTC

HCP: More complete data inputs for mix

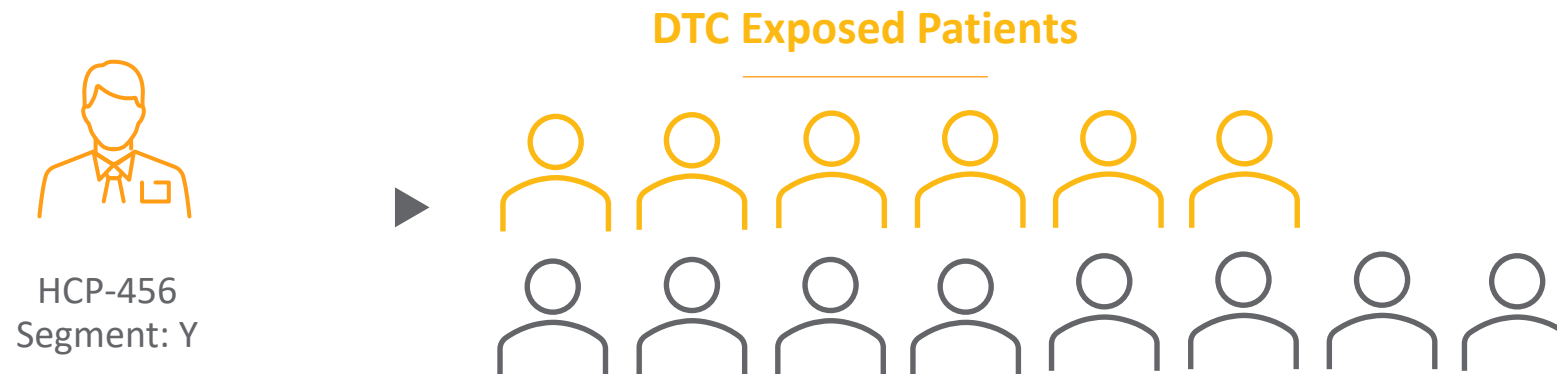
- Publishers can share HCP-level data/NPI
- CRM data around who the field is communicating with

DTC: Gaps around exposed patients

- Impressions and GRPs don't tell a complete story – who was reached?
- Opportunity to improve data inputs with patient-centric granular data



Opportunity to Transform DTC Signals into HCP Signals



How to Make the Right Data Combinations



Consider all options for data inputs



Integrate analytics outputs into modelling efforts



Explore use cases

Key Takeaways

1

Leverage the best available data

2

Patient-centric data for ongoing optimizations to increase media value

3

Go into annual planning and quarterly upfronts with both big-picture and tactical insights





Questions



Thank you