

Maximize Marketing Impact with Comprehensive Audience Insights

Leverage Insights from Integrated Claims and Consumer Data to Plan Targeted Media Campaigns that Drive Audience Engagement

Understanding where and how to invest your media dollars can be challenging and involves risk, as it is difficult to predict audience response to your ad. What if you could minimize this risk by gaining upfront insights about your target audience even before the first dollar of media investments is spent?

Profiler provides insights that offset the riskiness of initial media buys, and answers the optimization questions that arise during an active marketing campaign.

Based on the patient cohorts unique to your pharma brand, we leverage robust, integrated clinical and consumer data to help you understand your market's content and media preferences at every stage of the patient journey. With Profiler study insights, you can provide creative direction to build personalized messaging and focus your media plan for efficiency, driving effectiveness and compelling ROI.

Profiler can enhance campaign outcomes at any stage—whether you're in the planning phase, launching a new campaign, or optimizing marketing efforts post-launch. It gives you the brand specific market and creative-direction insights you need to achieve optimal awareness and market engagement for various scenarios, including:

- › New Product Launches
- › Line Extensions
- › Competitive Launches or Growth
- › Under-performing Ad Campaigns

Decide where it's best to invest your media dollars with data-driven insights using integrated datasets.



Healthcare Claims Data

- › 305 million patients
- › 5 years of medical history
- › CPT Codes
- › ICD-10 Codes
- › J-Codes
- › HCPS Codes



Consumer Data

- › 260 million adults
- › Demographics
- › Attitudes
- › Lifestyles
- › Interests
- › Media Preferences
- › Social Determinates of Health (SDOH)

Plan on Audience Quality – Before Your Audience is Built!

Profiler works to identify the most effective media channels and partners for engaging your target audience long before traditional audience quality measurement insights are available. This personalized approach leads to **more efficient media spending, increased engagement, and a deeper understanding of your patient audience.**

For existing campaigns, Profiler can help you keep a pulse on the changing characteristics of your brand's unique patient cohorts, and provide greater context to your AQ metrics to support optimization decisions.

By leveraging both health claims and demographic data, Profiler works to uncover a complete view of your audience, empowering you to optimize your media strategies for better outcomes.

The Difference Profiler Makes

More than Just Demographics

Profiler gives you a more comprehensive view of your audience than demographic data alone. With access to integrated demo and claims data, it delivers a brand-specific profile of your patient audience, allowing for more precise targeting and improved campaign success.

Full Access to Clinical and Consumer Variables

Unlike tools that charge for each additional variable, Profiler offers full access to all audience insights at no extra cost. With all data in-house, you receive an in-depth, detailed view of your audience's behaviors and preferences, helping you make data-driven decisions with confidence.

Experienced Team of Experts

Profiler is supported by a highly skilled and experienced team, ensuring that your media strategy benefits from in-depth expertise and knowledge of pharma marketing. This ensures that your campaigns are crafted by professionals who understand the complexities of your audience and media landscape.

Unlock Deeper Audience Insights and Maximize Your Media Impact with Profiler

With Profiler, you gain a holistic view of your patient audience and access to an unmatched level of clinical and consumer insights – all backed by an experienced team of pharma marketing experts. By combining health claims data with demographic intelligence, Profiler helps you fine-tune your media strategies, elevate campaign performance, and drive better outcomes.

Profiler
by OptimizeRx