

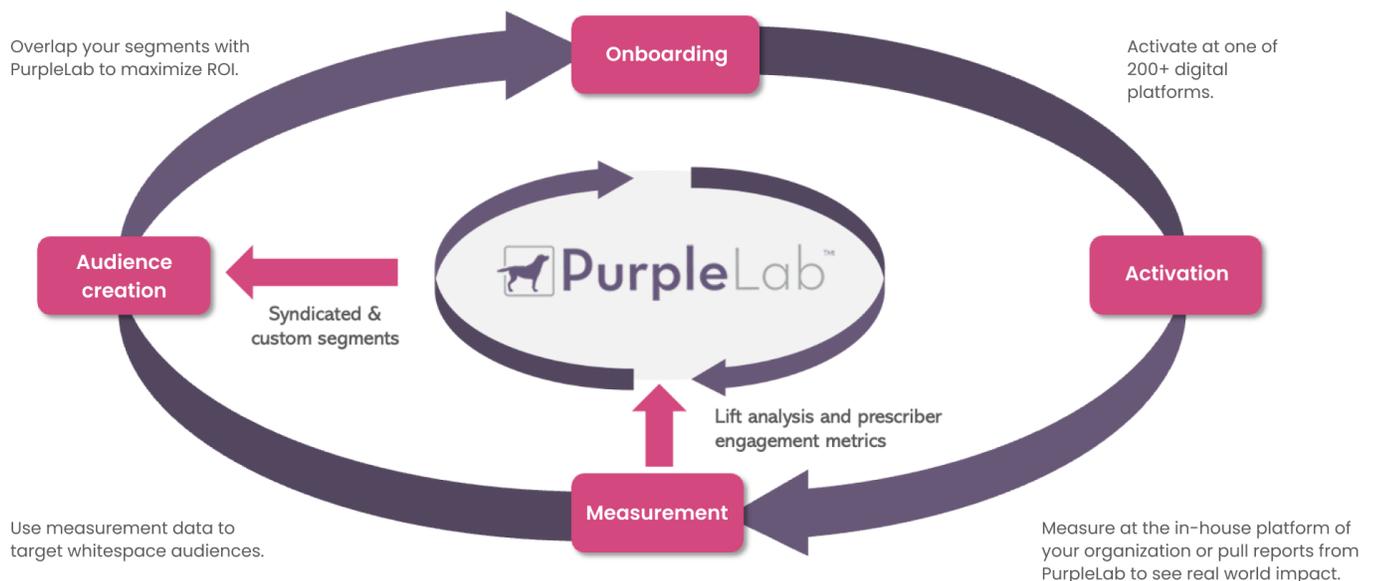
Optimize Programmatic Advertising with Connected Real-World Data

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PurpleLab gives digital publishers and advertisers the power to apply robust real-world data to maximize efficiency, impact and measurement of digital ads targeted to healthcare provider (HCP) and direct-to-consumer (DTC) audiences.

PurpleLab data incorporates >40 billion medical and pharmacy claims, > 350 million de-identified patients, and >1.8 million identified providers – all semantically harmonized to enable flexible and rapid access for programmatic advertisers.

PurpleLab solutions support the full spectrum of the programmatic advertising process:



Reach the Right Audiences

PurpleLab generates precise, custom HCP and modeled DTC audiences, maximizing the reach and effectiveness of programmatic advertising campaigns.

- Precision audiences that optimize return on investment
- Same-day custom audience discovery and validation prior to engagement
- Precise HCP- and DTC-generated audience and activation within days, not weeks
- Ability to reach physicians and other practitioners by the specific diagnoses, procedures, or medications they perform and dispense
- Flexibility to target consumer audiences by insurance payer or plan type
- One of the most robust HCP segmentation libraries, searchable by practice types, settings, self-declared or observed specializations, and taxonomy

Prove the Value of Your Programs

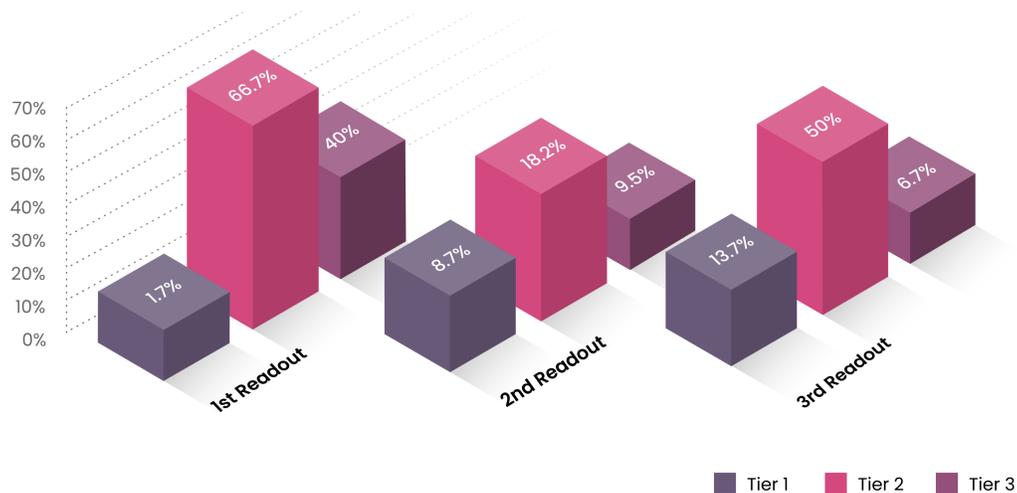
PurpleLab data enables you to show your clients definitively the impact of your digital programs. Demonstrate new prescriptions, changes in writing behavior, and tangible lift versus control. You can also see pharmacy rejections and reversals to reveal market access issues that may be blunting the result of otherwise high-performing ads.

- HCP-targeted campaigns are tracked across 4 different metrics, enabling detailed analysis of multiple targeted outcomes including new prescribers, script lift, and patient acquisition.
- Consumer audience measurement demonstrates performance of campaigns by connecting exposure data to lift analysis of net new and total scripts.
- Integrate higher-value market access priorities with the Reject, Reverse, Dispensed report, to identify gaps in distribution networks and connections between digital outreach and real-world data

Case Study: Measurement

Lasso, a PurpleLab partner, analyzed the effectiveness of media at driving incremental brand writing behavior for a migraine treatment therapy. Each study was conducted over a one-month post-period, and the results were used to optimize media spend.

Net New to Brand Lift – Granular Results:



Results showed that the Tier 2 HCPs saw the highest benefit following exposure to media – a trend some might not expect based on standard target list organization. The client was able to shift spend towards Tier 2 physicians, driving more benefit to their brand.

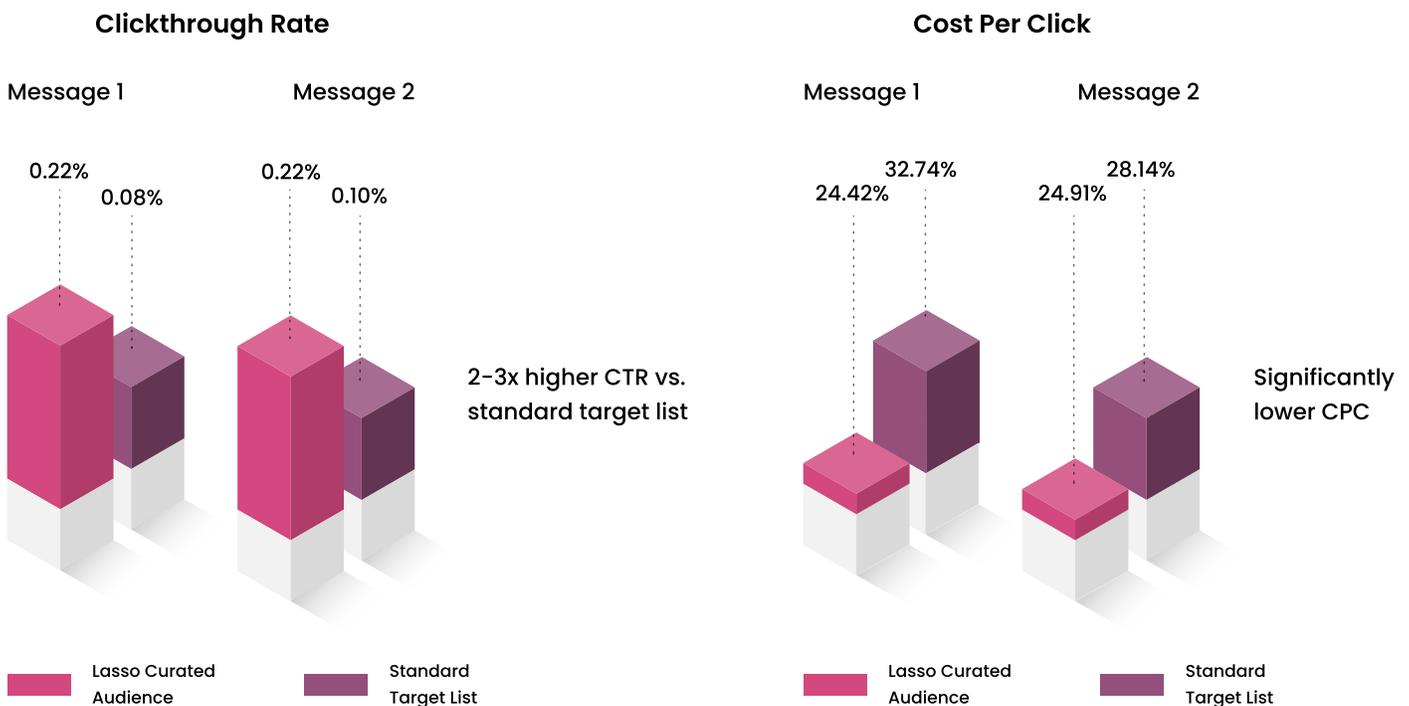
In total, across the three readouts this branded campaign drove:

- 235 Net Transactions
- 163 Net New Prescriptions
- 115 Net New to Brand HCPs

This was a clear success story for both the marketer and pharma client.

Case Study: Curated Audiences

In another case, PurpleLab partner Lasso helped a breast cancer brand target its most relevant HCPs for a digital campaign. Lasso offered a custom-built, claims-based audience comprised of HCPs who had prescribed competitive drugs. The client agreed to test Lasso's curated audience alongside their standard HCP target list, using different sets of messaging targeted to each audience.



By using PurpleLab's medical claims data to target the most relevant HCPs, Lasso helped the client achieve a significantly higher clickthrough rate in the curated audience, while also lowering average cost per click. After just one month of measurement, the results were compelling in favor of allocating as much additional budget as possible to the Lasso curated audience.

Let PurpleLab help you optimize the value of your digital content and programs with Connected Real World Data™.

For more information, request a demo: [PurpleLab Demo Request](#)



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