

# How an RX Drug Manufacturer Used Adfire Health to Achieve a 14:1 ROI

## Challenge

### Improving Efficiency & Eliminating Waste

A black-box RX drug manufacturer conducted a media mix analysis study of their fiscal year vendors with the goal of:

- » Becoming more efficient with their future marketing spend
- » Understanding and tracking ad fraud
- » Eliminating waste on non-performing media providers

## Solution

### Building an Engaged Audience & Utilizing Programmatic to Advertise to Physicians

- » Step #1: Identify Issues & Provide Immediate Support:  
After meeting with the manufacturer's team to understand their goals, the Adfire Health team communicated any issues and built an effective strategy to advertise to physicians.
- » Step #2: Build an Engaged Audience:  
Supplementing the client's target list, Adfire Health used its proprietary database of 8MM+ HCPs to find healthcare professionals who are most likely to engage, including primary care physicians.
- » Step #3: Utilize Programmatic Media to Place Digital Ads:  
Adfire Health's team of healthcare programmatic experts increased the reach of the campaign by placing ads across a wide range of sites, including premium and non-endemic sites.
- » Step #4: Maximize Affordable, Non-Endemic Placements:  
The Adfire Health team optimized the advertising campaigns by eliminating ad fraud and determining which bid factors were improving performance — such as timing, devices targeted, and ad placement — and then adjusting accordingly.

## Benefits

### Becoming the #1 Vendor Providing Media Support

Adfire Health achieved impressive results while outperforming the manufacturer's other vendors:

- » **14:1 ROI delivered by Adfire Health (for every \$1 the client spent with Adfire Health, they made \$14)**
- » **11:1 ROI delivered by the 2<sup>nd</sup> place vendor (utilizing Adfire Health's first-party data)**
- » **2.9:1 ROI delivered by the 3<sup>rd</sup> place vendor**