

Digital Success Stories

Have you ever seen results like these?

In campaign after campaign, across diverse therapeutic categories, the InStep Health digital + in-store approach is delivering powerful results for pharma brands.



Infectious Disease

The InStep Health audience model based on Rx data was applied to a 3,300-store integrated campaign. It performed at 88% over the Crossix AQ benchmark for the branded treatment(!).

88%

Over Crossix AQ benchmark*



Heart Disease

Challenged to launch a last-minute digital overlay to a 3,900-store footprint, InStep Health responded with results that included 50,000+ clicks in 4 weeks and cored ten times the average Click-Through Rates!

10X

Versus competitive CTRs**



Migraine

The integration of digital messaging added a 32% Rx lift to an already-successful in-store media display program, proving the efficacy of a dual-channel approach.

32%

Rx lift over in-store baseline***

Good data makes great programs. The InStep Health data analytics team uses a wealth of resources to analyze our pharmacies, HCP offices, and digital solutions to choose the ones that will best reach and activate your target audience.

* According to Crossix DIFA™ benchmarking system

** Validated by agency DoubleVerify® monitoring tags

*** Matched-panel research conducted by Retail Intelligence, Inc. Total incremental scripts over baseline attributable to the InStep Health campaign.

Get in on the success!

Contact Mike Byrnes at 610.431.7606 or michael.byrnes@instephealthmedia.com to learn more about our full platform

inStep Health.