

Case Study

Precision Pays Off: How Targeted Awareness Drove 3x Rx Lift and Double-Digit ROI for a Biologic Ophthalmology Brand

Challenge

Standing Out in a Crowded, Post-LOE Market

A mid-sized pharmaceutical company faced a critical juncture: their flagship physician administered biologic brand was nearing loss of exclusivity (LOE), and a new brand extension was preparing to launch.

The stakes were high, with two key goals:

- Convert existing patients from the LOE product to the new brand.
- Drive new patient starts among untreated individuals.

But the market was saturated. While the market was crowded with biosimilars and newer branded products, only 3 of the brands were doing DTC advertising, 2 of the brands had a heavy TV presence. The brand needed to cut through the noise with smarter, more efficient patient engagement. Although the client had already mapped the clinical journey, they sought a deeper understanding of audience behaviors – and a way to translate those insights into action across high-impact media channels.

Solution

Data-Backed Media Planning + Hyperlocal Targeting

To meet the challenge, OptimizeRx delivered a data-driven media strategy focused on identifying high-opportunity audiences and reaching them with precision.

1 Build Smarter Audiences

Using large-scale healthcare claims data, OptimizeRx created custom cohorts based on:

- Diagnosis relevance and treatment history
- Specialty engagement and patient characteristics
- Prior therapy and switching behavior

This intelligence was then enriched with consumer media habits, lifestyle preferences, and motivational drivers. Six distinct audience segments emerged – each optimized for engagement and treatment likelihood.

2 Optimize Media Mix & Delivery

Each segment received tailored recommendations for:

- Preferred channels and tactics (digital display, OLV, Social Media, Television, etc.)
- Optimal reach and impression volume
- Media formats and device preferences

3 Activate Micro-Neighborhood® Targeting

Using patented zip-9-level insights, OptimizeRx aligned geographic outreach with claims-based signals indicating high likelihood of treatment initiation or brand conversion. This enabled privacy compliant, hyper-local engagement with deterministic precision.

Results

2.5–3x Rx Lift and Scalable ROI

The campaign delivered outstanding results:



10:1 to 20:1

ROI – Far above industry benchmarks



Always in the Top 4

ROI performance throughout the campaign –
Among over 20 deployed audiences



2.5x to 3x

Increase in prescription volume – After
implementing OptimizeRx's impression
and channel recommendations



Hyper-targeted

Efficiency – Despite higher CPMs, audience
efficiency delivered superior audience quality
and cost-per-script outcomes



8–12x

ROI maintained – ROI remained strong across digital
display and OLV channels, even as reach expanded

A key differentiator was the combination of our **Consumer Media Segmentation and Profiling** with **Micro-Neighborhood® Targeting**, which concentrated media spend on zip-9 areas with the highest potential for therapy initiation or brand switching.

Impact: Strategy That Scales with Precision

OptimizeRx's data-driven, behaviorally anchored audience strategy proved its value – outperforming broader DTC efforts and validating that smart campaign planning and targeting isn't just efficient; it's transformational. In a highly competitive therapeutic category, this campaign set a new bar for how immunology brands can drive growth through precision media.