

Conversion Benefit

How Long does it Take for Consumers to Start on My Brand?

The conversion curve for prescription drugs depends on at least the product, the category, the tactic and the execution/creative – yet even with all of these variables, meaningful norms derived from actual Rx-based analyses across these variables can inform brand managers how to plan and execute more effective DTC campaigns by using relevant benchmarks along the way.

Brand managers and agencies often wonder how long it takes for prospects to start on product after response or exposure to a marketing message, and of course, the answer is..... it depends.

With prescription products, unlike CPG products, any consumer marketing activity will have to drive patients to take multiple actions; they must go to their physician to obtain a prescription for the product, and then, most likely, must also have enough motivation to go to a pharmacy to actually purchase the product. Clearly that takes some time, even in the best-case scenario.

The conversion curve depends on the product, the category, the tactic and the execution/creative. Still, meaningful norms can help guide brands and agencies in planning their campaigns. During a campaign’s execution, the market norm can serve as a useful benchmark for the actual conversion curve.

Based on actual Rx matchback analyses of hundreds of marketing tactics over a broad range of brands and therapeutic categories, RxMarketMetrics aggregates and reports on the market norms.

Studying conversion curves

The Rx market metric that can help answer the question of time to conversion is *Percentage of Total Conversion Benefit (net of control)* realized on a monthly basis. This article focuses on a time horizon of nine months from the first marketing touch for comparison purposes. All curves end

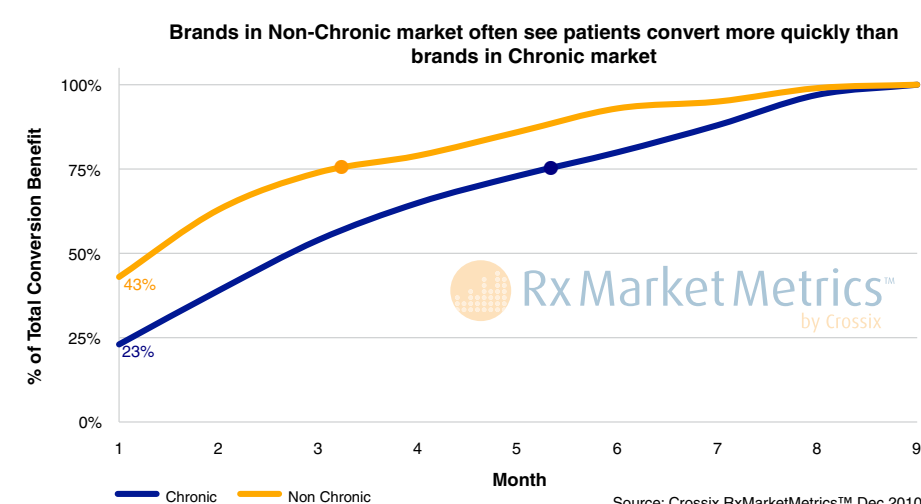
at 100 percent of benefit at nine months (although many brands continue to see meaningful net conversions in the 12-18 month range).

For more about the underlying data, see the “About RxMarketMetrics” sidebar with this article.

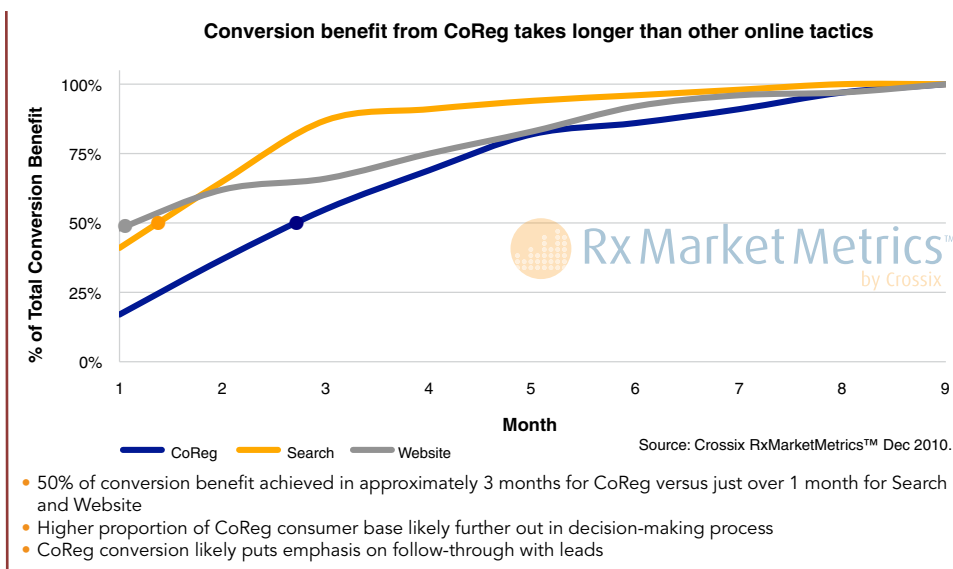
Difference by brand category

Why would brand category matter? From a marketing perspective, some products involve symptomatic, consumer-driven conditions, while other more chronic asymptomatic conditions are more likely addressed during a routine doctor visit. Additionally, some underlying conditions involve progression and some require substantial education.

Chart 1: Chronic and Non-Chronic Conversion Benefit over Time



- Non-chronic brands see more rapid conversions - patients may respond to symptoms and see a doctor
- 75% of benefit reached in approximately 3 months for non-chronic brands and 5 months for chronic brands
- Chronic brand patients may need more time for education and consideration and/or may wait for regularly scheduled doctor visit (i.e., semi-annually)

Chart 2: Search and Organic Website Conversion Benefit over Time

In fact, every brand has its own unique conversion curves.

Still, RxMarketMetrics can benchmark and compare meaningful and actionable differences between curves for brands treating Chronic Rx categories such as hypertension and diabetes and curves for Non-Chronic, symptomatic categories such as insomnia and erectile dysfunction.

See Chart 1 – Chronic and Non-Chronic Conversion Benefit over Time

Non-Chronic conditions tend to see 43 percent of their conversion benefit within the first month of marketing touch vs. 23 percent for Chronic products. While the Chronic curve grows over time, reaching 75 percent of the benefit by month five, the Non-Chronic curve reaches that point at month three. These differences may reflect the higher likelihood of a consumer to act more quickly and potentially schedule a doctor visit to address a symptomatic condition, compared with a longer education and consideration period for Chronic and often asymptomatic conditions that may fit pre-scheduled, perhaps semi-annual, doctor visits.

Specialty, another distinct market category, tends to have unique conversion benefit characteristics, different from Chronic and Non-Chronic brands.

Difference by tactic

Brands utilize a mix of marketing tactics for good reason – each tactic plays a different role in reaching and communicating with consumers. Some tactics target consumers

seeking health information, other tactics target “hand raisers” and yet others seek to expose a message to a broad audience at different stages of their condition and brand awareness.

Using RxMarketMetrics, for example, a comparison of Search, Website (organic), online Lead Generation/Co-Registration (CoReg), TV and Print tactics for the Chronic market reveals interesting differences.

See Chart 2 – Search and Organic Website Conversion Benefit over Time

Search and Website (organic) tactics tend to start with high benefits quickly, at month one, implying a proactive patient population actively researching

the condition and/or treatment options. Potentially, some portion of the population has scheduled physician office visits and, perhaps, even has “script in hand”, meaning not yet filled the first Rx but holds the actual prescription. Search grows even faster, reaching two-thirds of the benefit by the second month. It seems both tactics tend to pull in the “low hanging fruit.”

See Chart 3 – CoReg Conversion Benefit over Time

Lead Generation/CoReg tactics, while still in the online channel, reveal a different pattern than Search and Organic Website. For these tactics it takes longer for the benefit to accumulate. In three months, 50 percent of the Conversion

About RxMarketMetrics



Conversion Benefit information drawn from Crossix RxMarketMetrics™, market benchmarks for performance of patient adherence and consumer marketing activities based on more than 1,500 actual Rx analyses including 600 consumer marketing tactics across a broad range of therapeutic categories.

Campaigns included in RxMarketMetrics aggregated for the chronic, life-style and specialty/biologic markets and derived from actual, anonymized and aggregated, results of consumer marketing campaigns for dozens of leading pharmaceutical brands ranging from direct response (DR) to general awareness and branding campaigns (GA), and multi-channel, from Web to Print to TV.

Normative Rx-based measures include conversion rates and curves, as well as retention rates and curves specific to the market, channel and tactic. Benchmarks further broken down by campaign specifics, such as purpose, level of branding, creative, offer type, response channel and fulfillment stream.

Chart 3: CoReg Conversion Benefit over Time

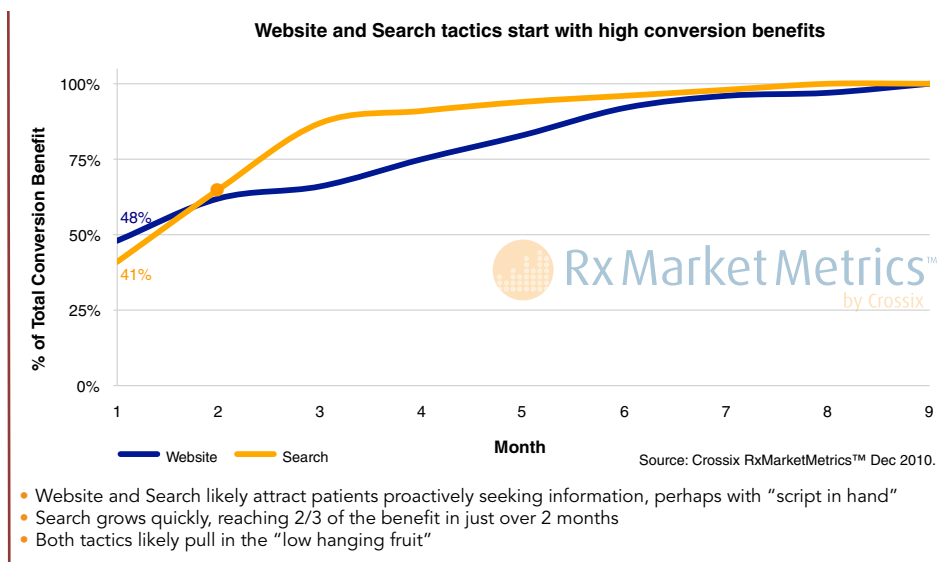
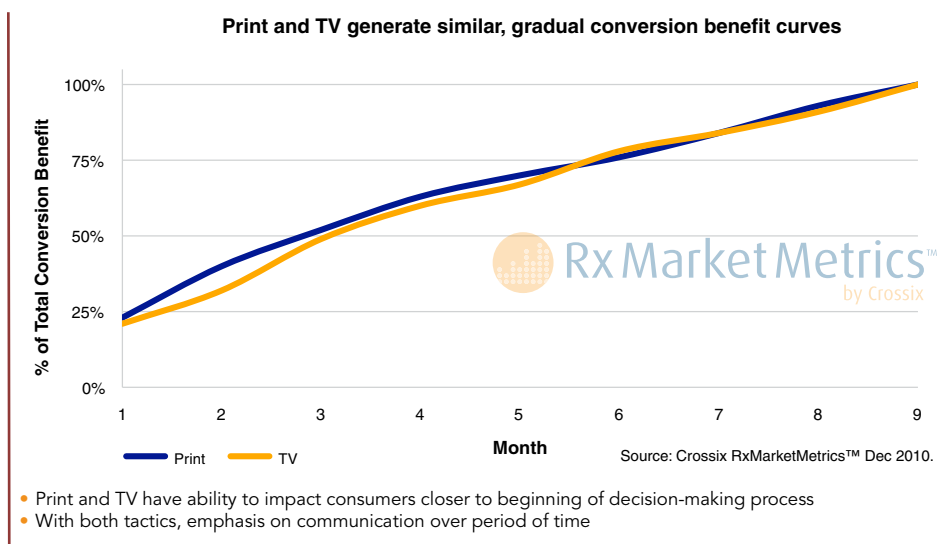


Chart 4: TV & Print Conversion Benefit over Time



have fundamentally different characteristics and cost structures, they generally have similar, fairly long and gradual, Conversion Benefit curves. The curves imply an ability to impact consumers closer to the beginning of their decision-making and/or educational processes, emphasizing the importance of communication over lengthy periods of time.

How to act on this Information

These market benchmarks of Conversion Benefit suggest a number of implications and actions for brands and agencies focused on optimizing and improving their marketing activities. Different marketing approaches will make sense for Chronic conditions versus Non-Chronic conditions given fundamentally different patient conversion behaviors. A significant benefit can come from patients who act months after the initial marketing touch.

Brands and agencies could also take this data into account when designing a brand’s communication stream and RM fulfillment. For prospects, a “one size fits all” approach to communication and fulfillment may not maximize cost effectiveness, with some tactics likely benefiting from a longer communication stream vs. other tactics.

These data can also assist in ongoing planning, allowing brands to forecast future benefits by pairing their brand’s early conversion results with benchmarks of similar condition/tactic combinations.

Ultimately, these benchmarks enable marketers to more efficiently allocate resources, more rapidly optimize campaigns, and more effectively communicate with and educate consumers. **DTC**

Benefit is achieved (compared to just over one month via Search and Organic Website). Intuitively, this makes sense. CoReg vendors present offers to consumers who may or may not be researching that condition or brand. A higher portion of the consumer base is likely less far along in their decision-making process. In addition, this conversion curve puts emphasis on the follow-through with acquired leads – potentially even beyond the first couple of months – with much of the Conversion Benefit still (hopefully) to come.

See Chart 4 – TV & Print Conversion Benefit over Time

TV and Print, two of the mature foundations of the media mix, continue to play important roles. While the two channels

This is the first installment of an ongoing series on RxMarketMetrics of various consumer marketing activities. For more information, see the Crossix RxMarketMetrics website (www.rxmarketmetrics.com), from Crossix Solutions Inc., an Rx-based consumer analytics company (www.crossix.com).