

A scalable pharmaceutical launch strategy cuts cost per script by 60%



A pharmaceutical company partnered with StackAdapt to launch an FDA-approved treatment into a competitive category—with limited budget and no existing brand awareness. Within six months, the brand progressed from launch to generating hundreds of prescriptions per week, while building a clear path to profitability:

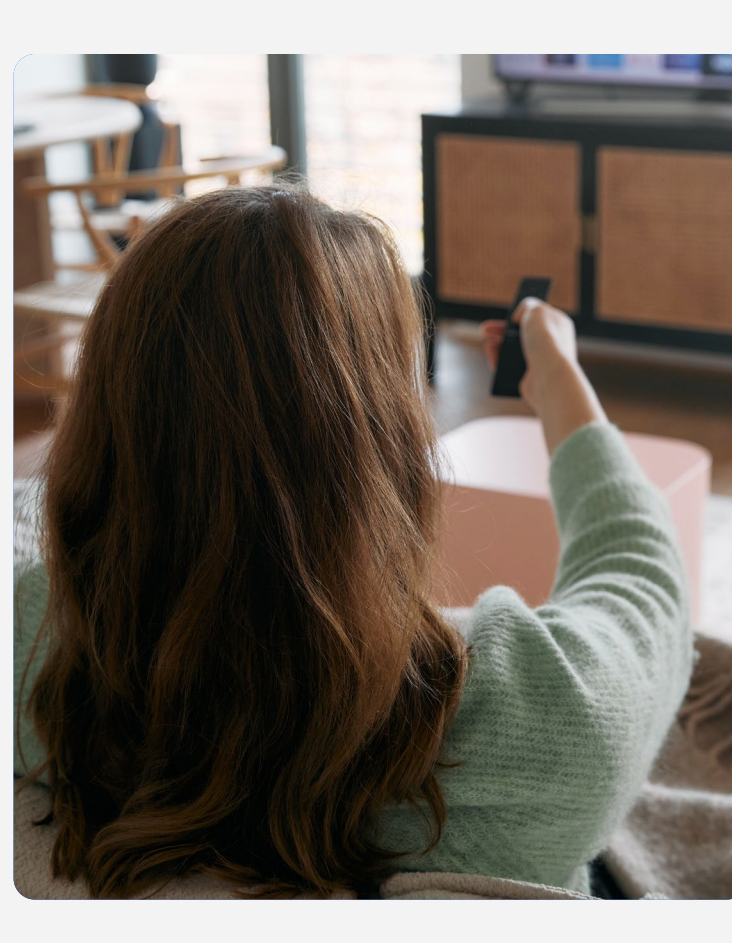


THE CHALLENGE

Diagnosing a complex market entry

This emerging pharma brand entered a competitive therapeutic category with minimal awareness, a modest launch budget, and a lean internal team. The industry also faced lingering skepticism due to prior negative publicity.

Success required more than impressions. The client needed a strategic partner to act as an extension of their marketing and analytics team — delivering measurable performance, validating movement down the funnel, and correlating media investment with prescription trends.



The brand selected StackAdapt for its healthcare-industry experience, hybrid service model, and advanced reporting and measurement capabilities.



THE STRATEGY

Introducing the product with connected TV and online video

The campaign began with CTV and Online Video (OLV), introducing the treatment to a highly relevant patient demographic, while building positive brand perception at scale. To validate early impact, a StackAdapt Brand Lift Study was implemented to assess whether the campaign successfully increased awareness by measuring if consumers had or hadn't heard of the treatment, and tailoring the campaign based on their responses.

Results* showed a 177% relative lift in brand awareness, achieved at approximately \$1.50 per person. At the same time, CTV exposure was associated with a 1,357% increase in average time spent on site among exposed users, signaling meaningful engagement beyond impressions.

*Brand Lift results are based on survey responses comparing exposed vs. control groups and reflect modeled outcomes.

Measuring intent through engagement signals

As awareness grew, the campaign expanded into display and native formats to drive deeper consideration. Mid-flight, the StackAdapt Brand Lift Study shifted to measure intent*, with a significant share of exposed consumers indicating they planned to speak with their doctor about the treatment. This intent was generated at ~\$88 per individual reached.

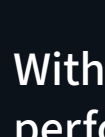
A StackAdapt Engagement Study reinforced these findings, showing that ad exposure was associated with measurable lift across every audience segment and channel analyzed — spanning all genders, age groups, top markets, and both Display and CTV. Exposed audiences were significantly more likely to engage with disease-, treatment-, and category-related content, indicating StackAdapt aligned with intended audience segments and moved them further along the research journey.

*Intent metrics reflect self-reported survey responses and do not guarantee future patient behaviour.

Connecting media to prescriptions with cross-channel attribution

The focus shifted from measuring intent to analyzing trends in prescription growth. On a daily basis, the client shared new NPI-level conversion data to help StackAdapt analyze when and where new prescriptions were written. StackAdapt unified performance into a single view combining Cross-Channel Attribution, Brand Lift data, engagement insights, Google Analytics, and offline prescription files. This allowed the team to review and evaluate strong correlations between media investment and prescribing trends.

* All prescription data was de-identified and handled in accordance with applicable privacy laws and regulations.



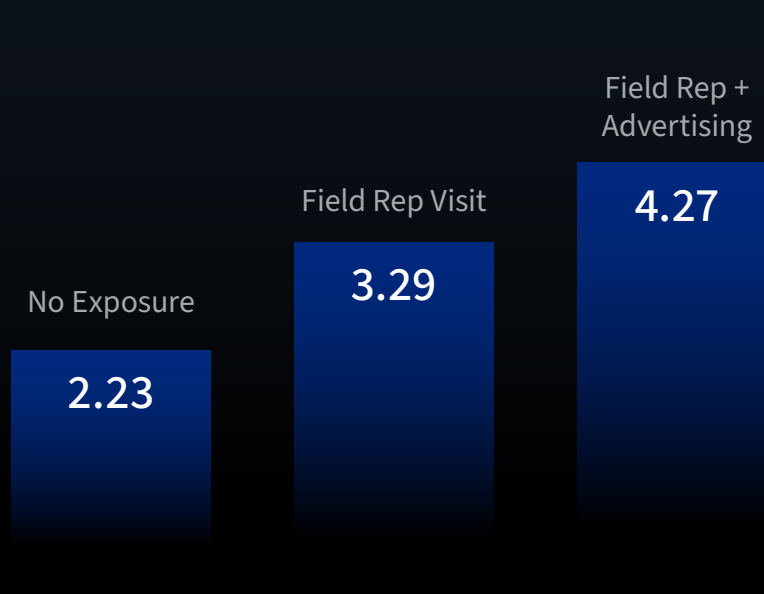
With this clearer visibility, high-performing ZIP codes and providers were identified, while early-stage volatility and delays were uncovered to guide smarter optimizations. This reduced the risk of prematurely classifying NPIs and markets as high- or low-performing and informed a flexible tiering approach that moves them through scaling, refining, and testing strategies, with budget reallocated toward areas demonstrating sustained prescription growth*.

Delivering multi-touch activation through NPI targeting

To further increase prescription volume, the strategy expanded to include NPI Targeting, enabling direct digital outreach to prescribing doctors in coordination with field rep activity. Analysis showed that doctors exposed to both digital advertising and field visits wrote higher prescription volumes compared to those reached by only one channel or neither, based on observed data*.

* Observations reflect correlation within the measured period and do not establish causation. StackAdapt does not influence medical-decision making and does not provide medical or clinical guidance.

Prescription Lift by Targeted NPI Engagement



THE RESULTS

A dose of measurable growth

At launch, cost per new prescription started high relative to benchmarks. Through structured, full-funnel execution and engagement-based optimization, cost per prescription was reduced by 60%.

Performance trends also demonstrated a strong trajectory toward profitability within six to eight months. More importantly, the brand moved from no meaningful awareness to consistent prescription activity during the measurement period.

*Cost per prescription figures are based on client-reported prescription data and internal attribution methodologies.

Looking ahead

For emerging pharma brands, prescription data serves as the true performance indicator — not impressions. That requires a partner capable of analyzing the relationship between marketing investment and prescription trends. By combining top-tier publishing, Brand Lift Studies, Cross-Channel Attribution and informed optimization, StackAdapt transformed a high-risk launch into a data-driven growth engine. This established a repeatable framework for small-to-mid-sized pharma companies focused on reaching profitability.