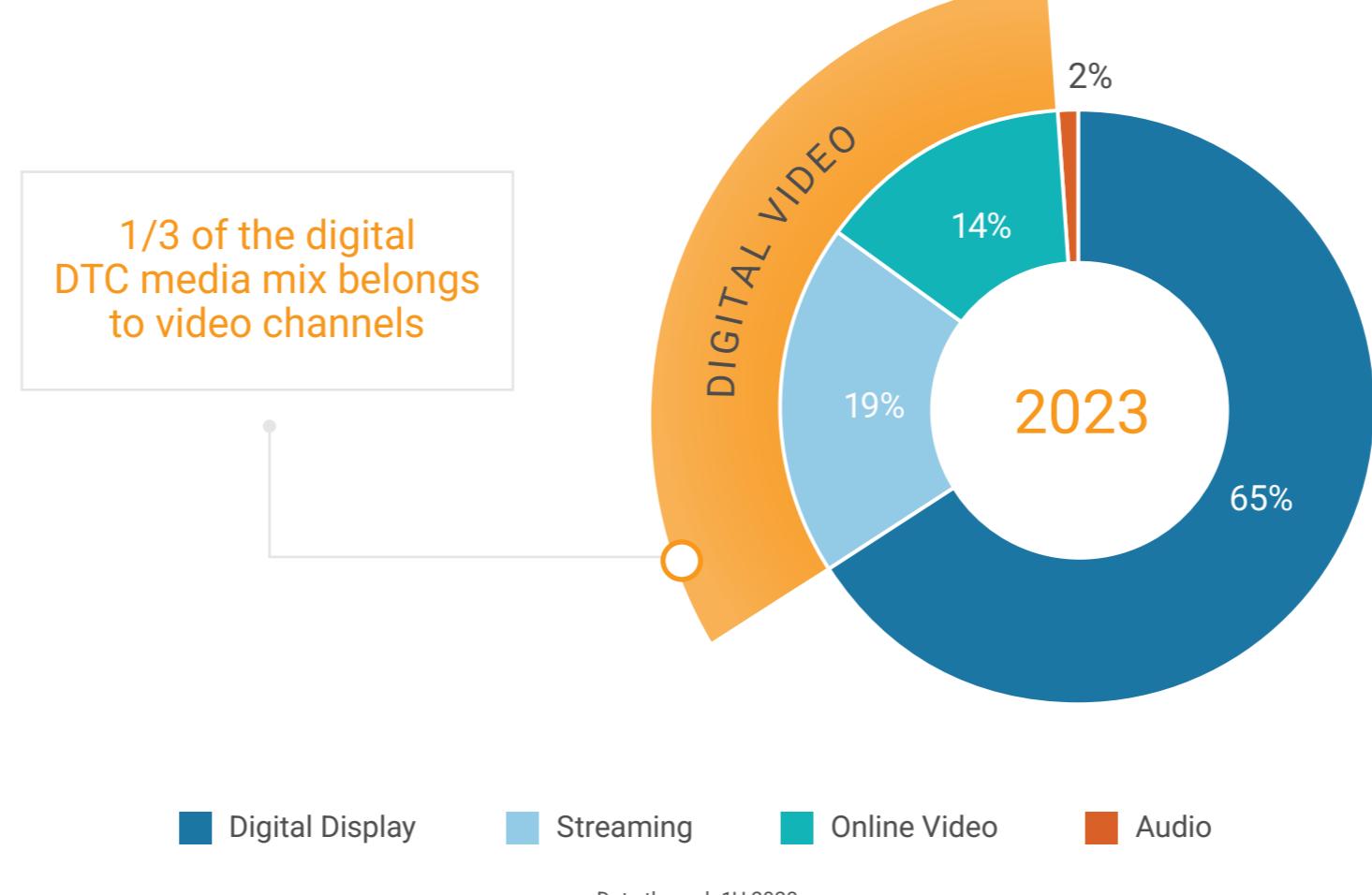


Trends in HCP and DTC Marketing

September 2023

Veeva Crossix data dives into the latest trends in the HCP and DTC media landscape.

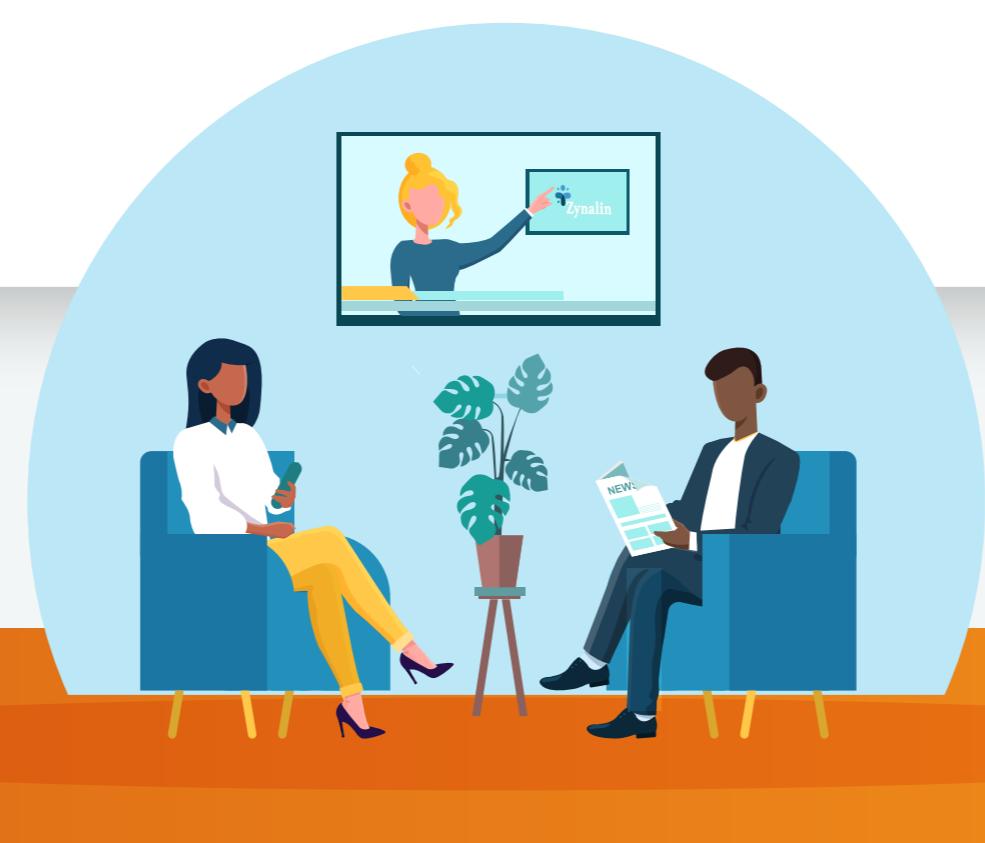
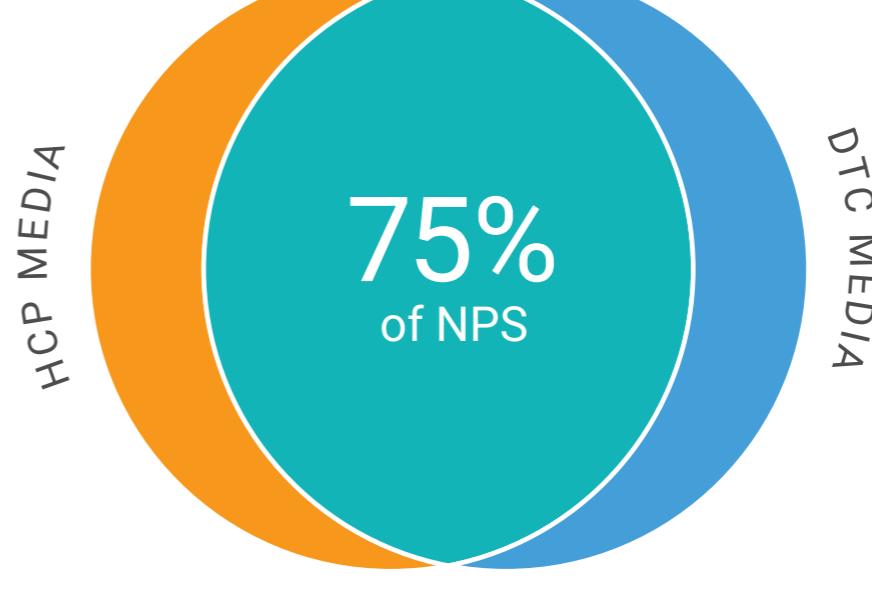
Marketers Invest in Digital Video



3 out of 4 Conversions are Driven by Marketing to Both HCPs and Consumers

Media Exposure Prior to New Patient Starts (NPS)

Brands whose DTC campaigns drove patients to brand-engaged HCPs were more successful.



To learn about how focused field force and marketing synchronization can improve marketing effectiveness, read the 2023 Trends in HCP Omnichannel Engagement Report