

Target smarter and faster, then adapt instantly

PharmaForceIQ offers an agile, compliant, and real-time engagement platform to reach the right patients. We use real-world data, deidentification, micro-lookalike audiences—refreshed every week—and integrations across thousands of channels and publishers to drive awareness and ensure patients access treatments faster.

2x

Engagement
rate compared
to benchmarks

2x

Increase in
quality website
visits

95%

Reach across
U.S.
consumers

We help you get as close as compliantly possible to personalized patient communications at scale. We start from patient profiles and unique message sequences to drive high-value actions. We identify patients diagnosed in real time using health and non-health data (eg, claims, lab, socioeconomic, behavioral data), building smart lookalike audience lists around those patients every week.

Our proprietary models and automations engage those audiences within 48 hours via thousands of integration partners. Dynamic insights uncover continuous optimization opportunities via live dashboards (including website, paid media, paid search, and CRM opt-in metrics). Patient keys connect back to our identity graph in a privacy-safe way to measure script lift rapidly.

Our clients only pay for the media they need with audience data refreshed weekly, and they're seeing 20% cost savings on average—with better ROI.

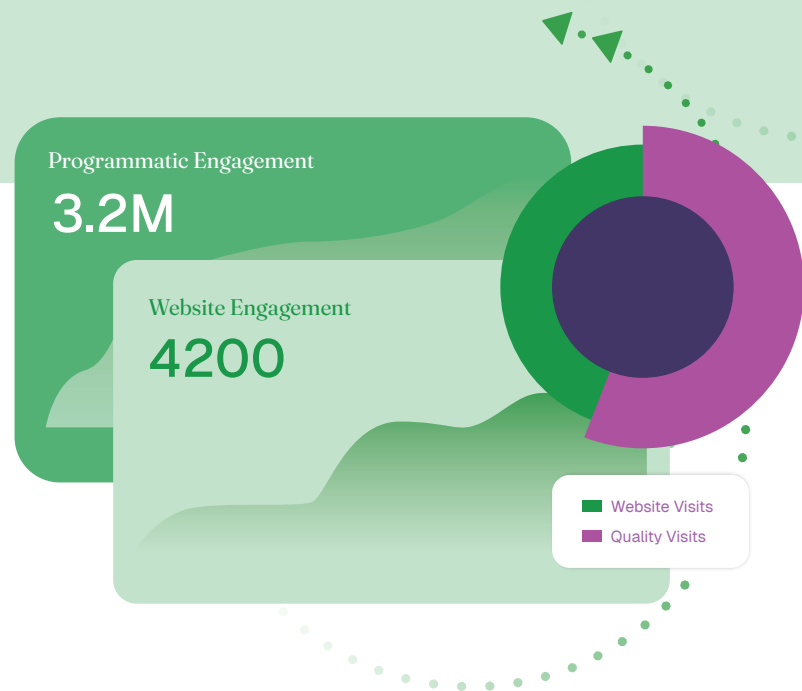
Maximizing resources to prevent market share erosion as a new treatment launched

An oncology client came to us for strategic support and orchestration as a competitive new treatment launched. They aimed to preserve market share and enhance their DTC approach after ending their contract with their agency of record due to lackluster results.

The objectives were to:

- Optimize DTC media spend and drive brand awareness
- Deliver high frequency of engagement for patients and caregivers
- Encourage discussions about brand with their HCP before treatment decisions

By optimizing existing tactics and creating lookalike patient audiences on a weekly basis, we drove rapid impacts including a 195% jump in quality website visits. Campaign optimization projects a 2.9x increase in downstream TRx value versus baseline performance.



Real-time:
Create audiences weekly,
not annually



Automation:
Signal to deployment in
under a day



Flexibility:
The most agile media
buying you'll find



ROI:
Instant Rx-level insights,
with ongoing optimization

**Effective targeting
plus fast engagement
help speed time to
treatment**

Our platform adjusts to your brand's needs and can drive effective, patient-centric campaigns at every phase of the product lifecycle. Think: faster decisions, smarter spend, and campaigns that evolve every day.

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