

# Digitas Health

## Introduction

This case study of Digitas Health is based on an August 2021 survey of HCP365 customers by TechValidate, a 3rd-party research service.



“HCP365 does a great job providing more visibility into search traffic. By understand what keywords HCPs are searching, we are able to eliminate consumer traffic to site, prioritize budget where HCPs are search and create a target demographic for HCP search. Search can also measure their success of capturing a HCP to site compared to other media channels.”

## Challenges

The business challenges that led the profiled company to evaluate and ultimately select HCP365:

- Challenges experienced before that drove them to purchase HCP365:
  - Had limited to no visibility into who exactly was engaging with the brand
  - Had difficulty quantitatively demonstrating channel performance
  - Wanted to more accurately know how, when, and why users engage with the brand
  - Wanted better insight into which search keywords or terms were resonating with high value customers
  - It was hard to define the stages or journey that HCPs took while engaging with the brand

### Company Profile

Company:  
**Digitas Health**

Company Size:  
**Large Enterprise**

Industry:  
**Pharmaceuticals**

## Use Case

The key features and functionalities of HCP365 that the surveyed company uses:

- Currently use HCP365 for:
  - Search optimization – identify relevant search keywords
  - User identification – identify who exactly is engaging with the brand

## Results

The surveyed company achieved the following results with HCP365:

- Benefits from the data and insights captured by HCP365:
  - Easily demonstrates channel performance/ROI
  - Enables smarter spend
- How much the following improvements have changed after using HCP365:
  - ROAS: an unknown percentage
  - Brand messaging: an unknown percentage
  - Site traffic: 10%-24%
  - Search campaign performance: 25%-49%
  - Field sales efforts: an unknown percentage
- Rating of HCP365 on the following capabilities compared to other similar solutions or platforms:
  - 1:1 NPI attribution: significantly better
  - Breadth of search analytics: significantly better
  - Depth of search analytics: significantly better
  - Breadth of site analytics: significantly better
  - Depth of site analytics: significantly better
  - Total HCPs captured: significantly better
  - Cross-channel insights: better
- Rating of HCP365 on the following capabilities compared to other similar solutions or platforms:
  - Ease of use and overall user interface: significantly better
  - Analytics dashboard: slightly better
  - Page load time: better
  - Reporting: better
  - Onboarding and training: significantly better
  - Client support: significantly better