

# DSP Diagnosis: 10 Factors Pharma Marketers Should Consider

In today's complex healthcare marketing landscape, selecting the right Demand-Side Platform (DSP) is crucial for pharmaceutical brands aiming to deliver impactful, targeted, and compliant omnichannel campaigns to patients and healthcare providers (HCPs). This checklist will guide you through the essential factors to consider, ensuring that your chosen DSP aligns with your marketing objectives, respects patient privacy, and leverages cutting-edge technology for optimal results.

## 01. Is the DSP transparent with its processes?

Ensure the DSP provides clear insights into its methodology, reporting, and optimization strategies. Look for platforms that offer detailed explanations of their bidding strategies, auction model, and if they use bid shading models to keep impressions costs low.

## 02. How robust is their methodology?

Evaluate the DSP's approach to audience targeting, bidding strategies, and campaign optimization. Consider platforms that use advanced AI and machine learning techniques to enhance campaign performance while maintaining compliance attributable to individuals or households.

## 03. Do they meet your brand's privacy standards?

Verify that all data partners adhere to applicable privacy regulations, including HIPAA compliance and state privacy laws.

## 04. Is the DSP's pricing model competitive and transparent?

Understand the DSP's fee structure breakdown for data and media, and how it aligns with your budget. Consider both the upfront costs and the potential for return on investment based on the platform's capabilities.

## 05. Can they effectively coordinate DTC & HCP targeting?

Choose a DSP that offers seamless integration of direct-to-consumer (DTC) and Healthcare Provider (HCP) targeting. This ensures consistent messaging and efficient resource allocation across all audience segments.

## 06. Will you be able to achieve scale?

Look for a robust identity graph for both DTC and HCP audiences. Effective DSPs seamlessly integrate with authenticated traffic solutions and various identity graphs. Understanding how the platform utilizes identifiers for targeting, measurement, and frequency capping is crucial. Transparent attribution methodology and robust optimization capabilities are equally important, allowing marketers to make informed decisions and effectively optimize campaigns.

## 07. How comprehensive are the measurement and attribution tools?

Ensure the DSP provides a robust marketplace of measurement solutions and supports various attribution models. The ability to track both short-term KPIs, such as Rx lift, verified patient reach, and long-term outcomes using real-world data from a variety of vendors is crucial for evaluating campaign success.

## 08. How comprehensive is their channel connectivity?

Opt for a DSP that provides comprehensive channel coverage, including TV, social media, digital radio, and programmatic advertising. They should also integrate with reputable healthcare data sources. This enables a true omnichannel approach with consistent audience targeting across all platforms.



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## 09. Do they have access to premium inventory?

Finding your audience on every channel is crucial for an omnichannel marketing strategy. Your DSP partner should have access to premium inventory at scale across all channels, and they should provide transparent reporting on where your ads were placed.

## 10. What level of expert support will the DSP provide?

Choose a DSP backed by a team of healthcare and media experts who can provide dedicated support and insights specific to the pharmaceutical industry.

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Now that you're armed with this comprehensive checklist, it's time to put it into practice. As you evaluate your current DSP or consider new options, don't hesitate to question your vendors on these critical points. Remember, the right DSP should not only meet your immediate needs but also drive long-term success in your omnichannel marketing efforts.

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