

Marketing Mix and Spend Optimization.



Background

Our customer acquired a buy-and-bill drug in a rare disease area that was in the market for 6+ years and wanted to understand the drivers of sales (brand equity vs. marketing tactics).

Their requirements included understanding of ROI of each marketing tactic and how spending across channels should be optimized



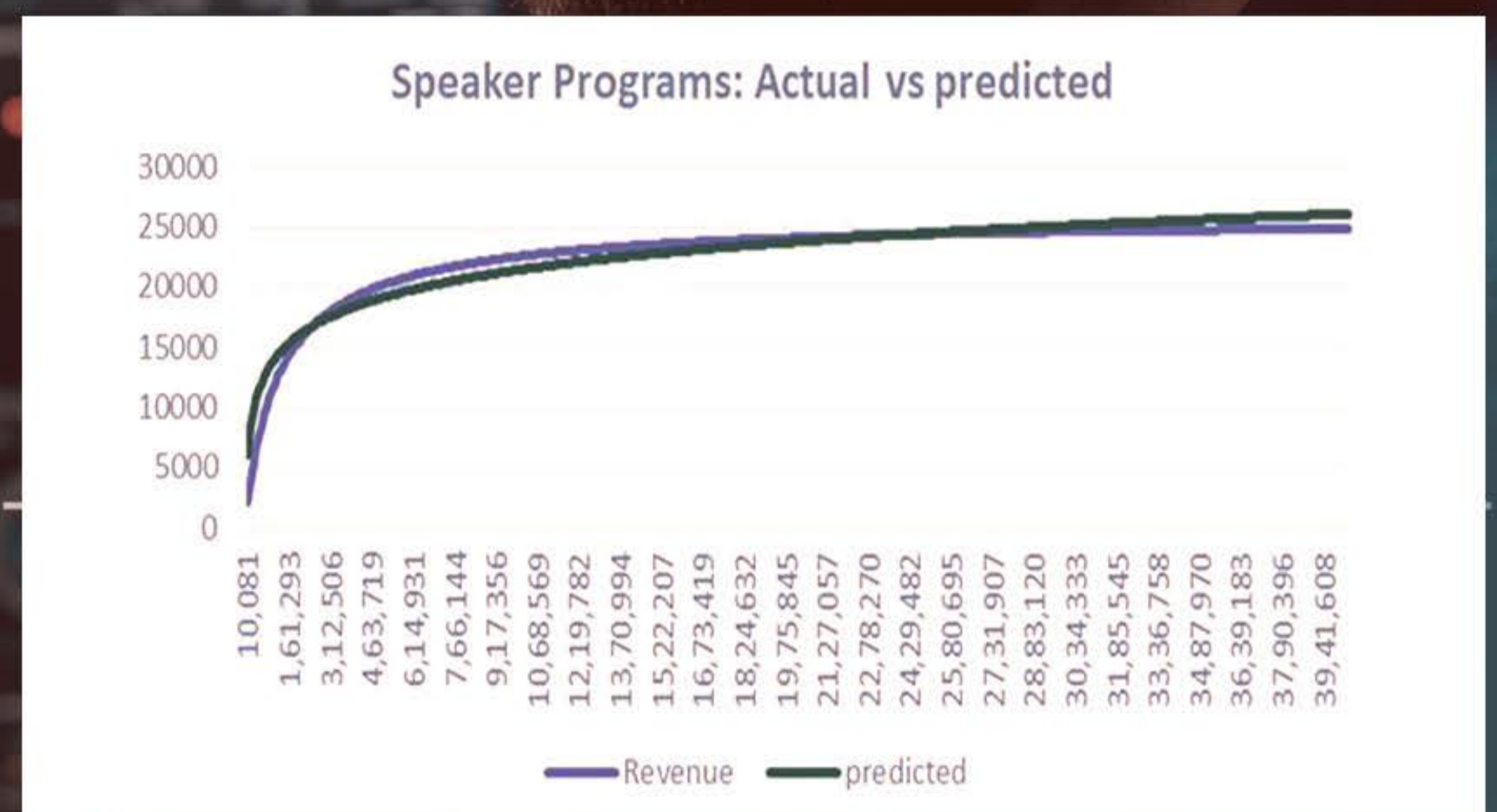
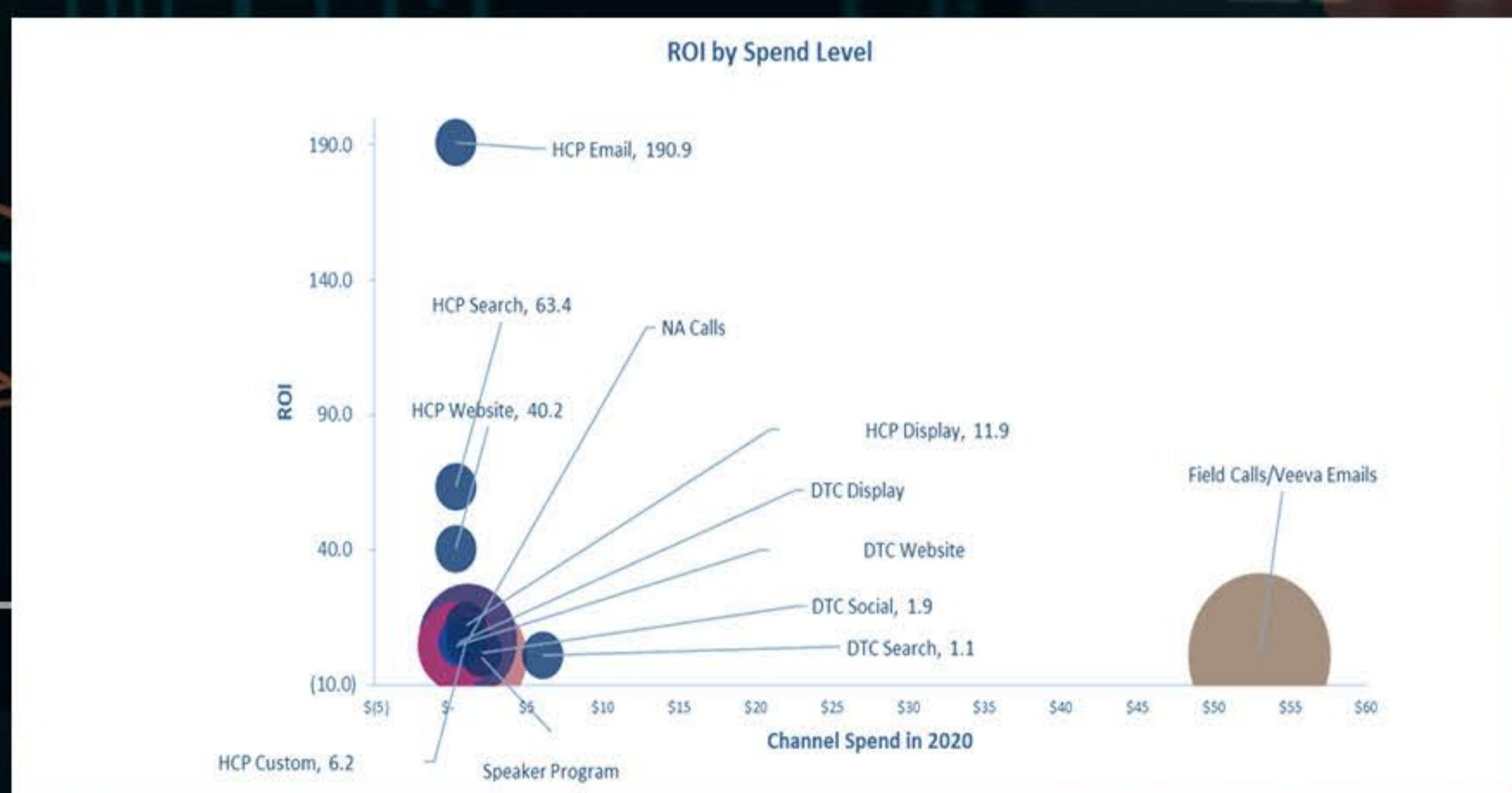


Our Solution

- Developed a channel attribution model with suitable variables transformations like ad-stocking that factors memory effect of a promotion
- Spend/Budget optimization tool was developed and hosted on the internal company server which allowed the customer's brand teams to input budget constraints and revenue targets and accordingly decide on the optimal spend-by tactic for the financial year

Business Impact

The Channel Attribution model informed that Field Calls by sales reps were the most influential tactic, and there were opportunities to reduce spending in Speaker Programs, and re-allocate spending to Paid Search due to higher profitability



The ROI For each Tactic Mapped Against the Tactic Spends Allowed us to Understand Tactic Profitability and Opportunities to Increase or Decrease Investment

S – curves built out for each tactic informed opportunities for the customer to increase or decrease spends

Channel Name	Recommended Spend	Current Spend	mROI Current Spend	Saturation Point	Minimum Budget	Maximum Budget	Current Revenue	% Change in Spend w/ Current Spend
FIELD SALES	\$46,126,336	\$52,891,109	0.65	\$51,251,485	\$46,126,336	\$56,376,634	\$66,837,649	-12.39%
SPEAKER VIRTUAL	\$1,134,824	\$1,260,918	0.01	\$1,260,918	\$1,134,824	\$1,387,008	\$245,515	-10.00%
SPEAKER PERSON	\$907,276	\$1,008,084	0.00	\$1,008,084	\$907,276	\$1,108,892	\$12,564	-10.00%
IGNA HOTLINE	\$990,000	\$1,100,000	0.25	\$1,100,000	\$990,000	\$1,210,000	\$4,827,234	-10.00%
DTC DISPLAY	\$1,956,931	\$1,440,000	6.06	\$2,027,530	\$1,824,768	\$2,230,272	\$26,100,258	35.90%
DTC PAID SEARCH	\$5,490,000	\$6,100,000	0.16	\$6,100,000	\$5,490,000	\$6,710,000	\$2,960,204	-10.00%
DTC SOCIAL	\$1,794,355	\$1,536,000	2.83	\$1,993,728	\$1,794,355	\$2,193,101	\$14,194,308	16.82%
HCP DISPLAY	\$1,279,141	\$1,036,398	5.85	\$1,242,641	\$1,118,177	\$1,366,905	\$21,737,245	18.60%
HCP DIGITAL	\$1,322,086	\$1,468,985	0.02	\$1,468,985	\$1,322,086	\$1,615,884	\$406,099	-10.00%
HCP PAID SEARCH	\$362,832	\$795,203	13.08	\$738,919	\$215,036	\$923,822	\$8,804,973	34.64%
HCP MAIL	\$173,682	\$130,745	2.32	\$192,280	\$173,682	\$122,278	\$809,428	32.84%
TOTAL	\$61,987,474	\$68,147,441	0.80	\$67,888,288	\$61,096,743	\$74,871,799	\$148,746,478	-9.93%

Optimization Tool – allows for Scenario Building to understand the optimal spending at different levels of spending across each channel



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