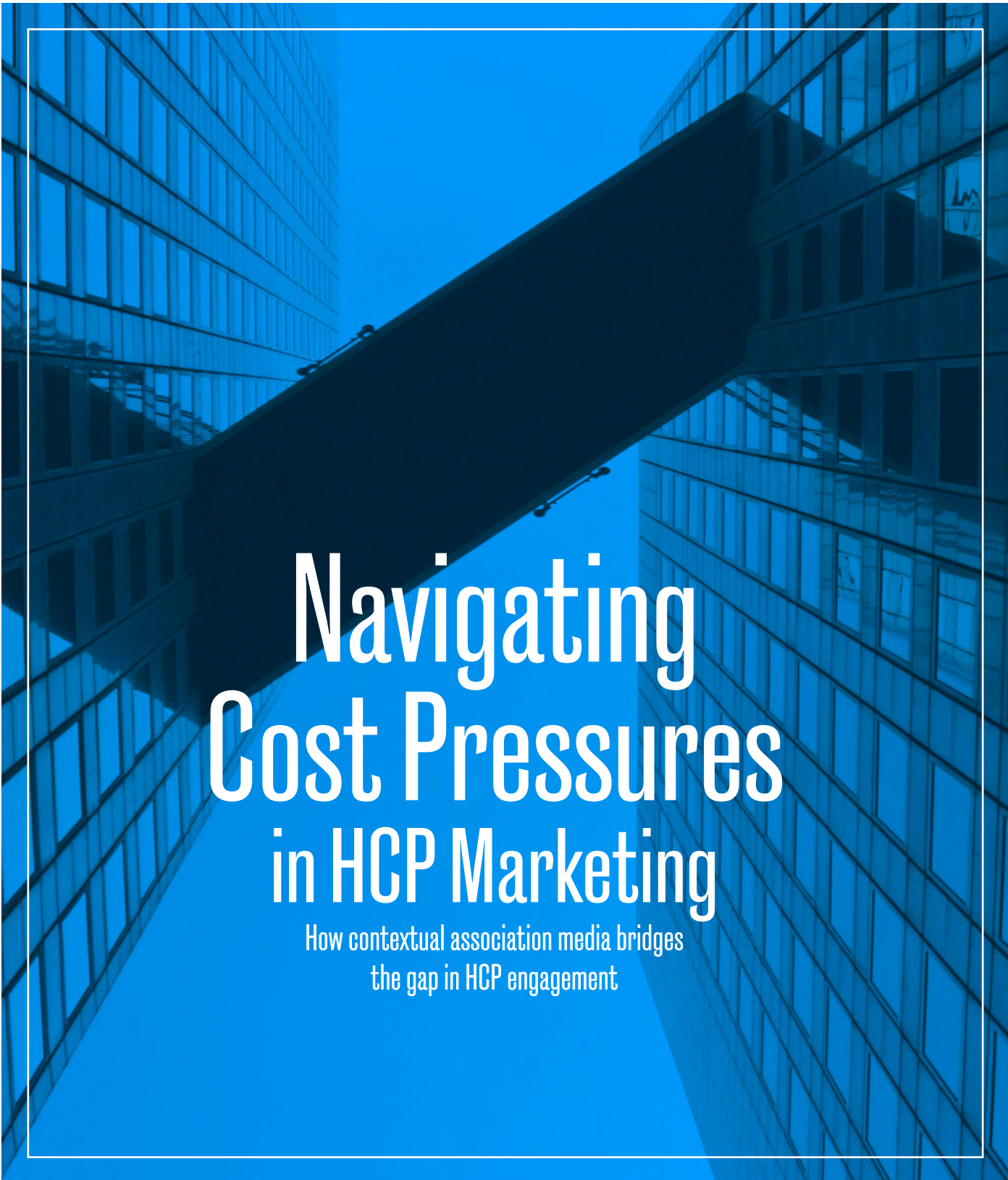




Navigating Cost Pressures in HCP Marketing

How contextual association media bridges
the gap in HCP engagement

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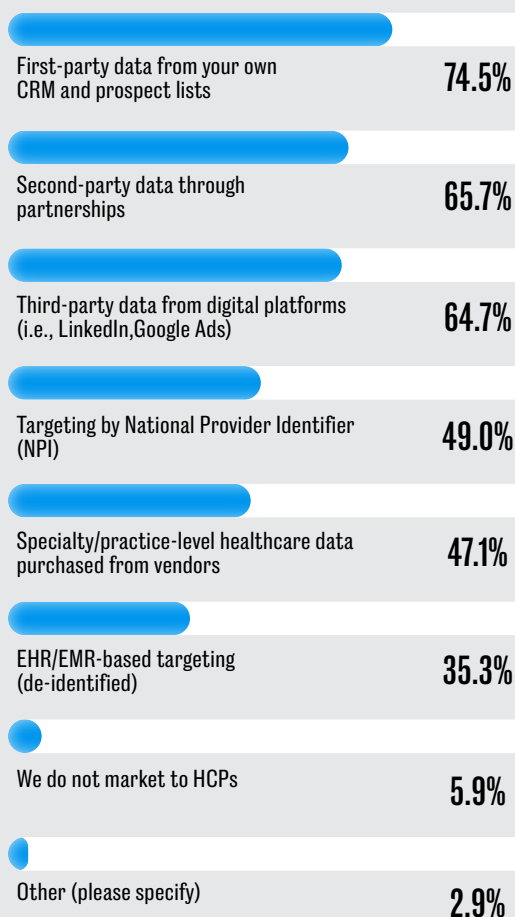
Healthcare marketers are facing a growing contradiction: The demand for precise HCP engagement keeps rising, yet the cost and complexity of achieving that precision are accelerating even faster. Brands continue pouring budget into high-cost targeting tactics, but those investments often place their messages in low-context environments that weaken relevance and drive up spend.

Association media offers a different path. These channels provide direct access to professional communities inside trusted, content-rich environments. Here, marketing messages align naturally with content professionals are already seeking, elevating both attention and credibility.

As budgets struggle to keep up with the rising costs of HCP data, the question is no longer whether healthcare marketers can afford to diversify beyond high-cost targeting. It's how quickly they can rebalance their mix toward channels that deliver relevant reach and brand safety without compromising targeting accuracy.

The findings from a 2025 survey conducted by MM+M and Multiview underscore the need for healthcare brands to rethink how they engage HCPs. Among 102 respondents, the largest segment work in advertising, marketing and communications (28%) and healthcare manufacturing including pharmaceutical (20%), biotech (12%) and device/diagnostics (6%) companies. Hospital and health systems represented another significant segment (12%).

WHICH OF THE FOLLOWING METHODS DO YOU USE TO TARGET HCPs ONLINE?



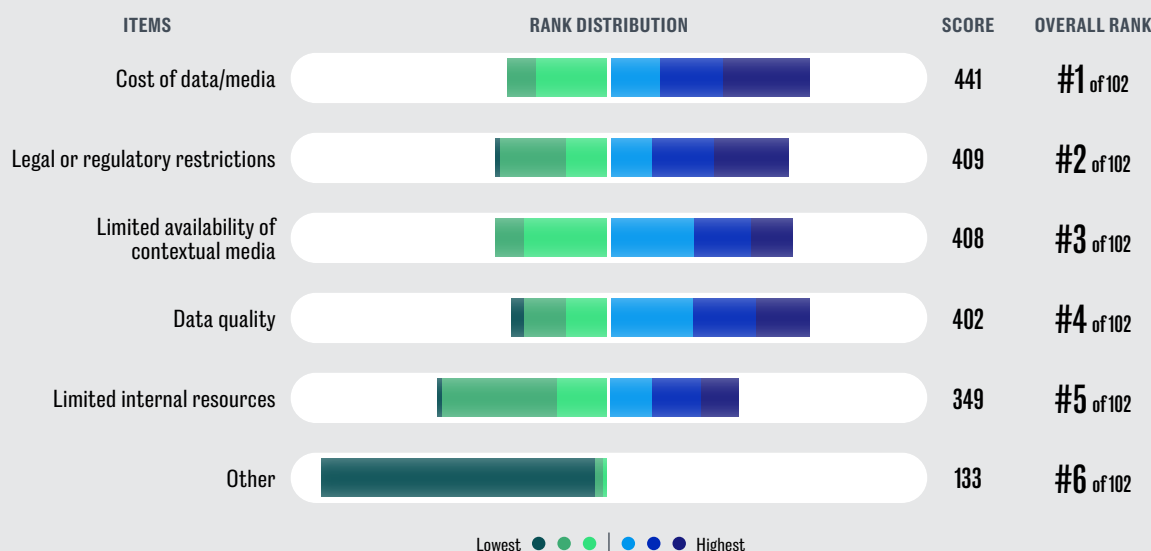
ESCALATING COSTS FOR HCP DIGITAL TARGETING

Precision targeting has become increasingly burdensome for healthcare marketers. Yet, healthcare marketers are deeply invested in it and feeling the regulatory and financial strain.

Nearly three-quarters of respondents rely on first-party data from their own CRMs and prospect lists (74.5%). Over two-thirds use second-party data through partnerships (65.7%) and third-party data from digital platforms such as LinkedIn and Google Ads (64.7%), signaling a sophisticated, multisource approach to HCP targeting.

WHAT ARE THE BIGGEST CHALLENGES TO ADVERTISE TO HCPs ONLINE?

Drag and drop to rank from MOST challenging to LEAST challenging



Respondents value highly targeted audiences, which is not only expensive but usually runs on non-contextually appropriate context. Ads can pop up anywhere, including games, news and casual content, interrupting a brand's opportunity to connect with the audience.

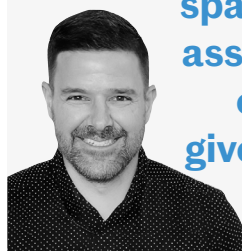
The biggest challenges marketers face in online HCP advertising include the cost of data and media, legal or regulatory restrictions, limited availability of contextual media, data quality issues and limited internal resources. Those challenges then get compounded by pressure to demonstrate performance to justify the increase in costs.

DELIVERING ACCESS AND PRECISION

Healthcare brands can balance high-cost targeting without depleting their budgets with relatively affordable supplemental channels. Association media offers high contextual value without compromising the quality of the targeting or brand safety. While this contextual media buy doesn't offer scale, it's a highly targeted way to reach industry professionals and association members in a trusted channel.

Marketers say contextual scarcity is a major problem, yet many are not using association channels

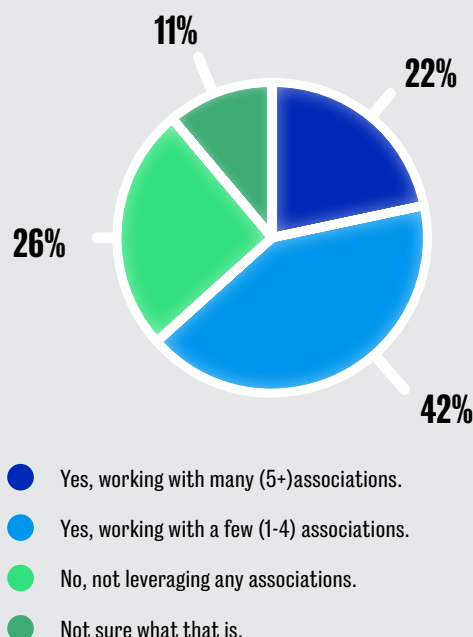
"Clients in the healthcare space buy media with associations because of the credibility it gives their company."



MICHAEL GIBBON Multiview

consistently or strategically. This is a missed opportunity: Associations are the primary resource professionals use for certification, lobbying, networking and industry news. By leveraging association media, brands reach niche, high-value audiences who are actively engaged.

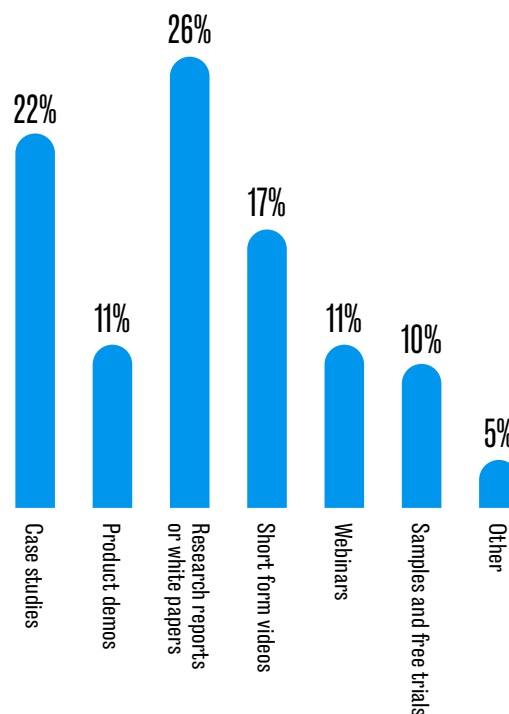
"Clients in the healthcare space buy media with associations because of the credibility it gives their company," says Michael Gibbon, executive marketing consultant, Multiview. "They also love associations because of the laser-focused audience and reaching the HCPs when they are consuming information about their industry."

ARE YOU LEVERAGING ASSOCIATION SPONSORSHIPS AND/OR ASSOCIATION MEDIA?

According to the MM+M/Multiview survey, one-fifth (22%) are leveraging more than five association sponsorships and/or association media and two-fifths (42%) utilize one through four associations while nearly two-fifths are not leveraging any associations (26%) or don't know what it is (11%). Yet, the third biggest online HCP advertising challenge is limited availability of contextual media.

Brands can complement high-cost targeting with contextual precision through association newsletters and industry publications. Audiences are actively seeking credible and relevant content. Association media is a powerful vehicle for influence and an effective way to build brand credibility.

Three out of four MM+M/Multiview survey respondents rely on first-party data from their own CRMs and prospect lists (74.5%), and two out of three use second-party data through partnerships (65.7%). Many don't realize that associations offer second-party data options via retargeting and data activation. While first-party and second-party data also provide powerful audience insights, marketers need brand-safe, contextually relevant environments to activate them effectively.

WHICH TYPES OF CONTENT ARE MOST EFFECTIVE AT ENGAGING HCPs?**DRIVING HCP ENGAGEMENT WITH EVIDENCE-BASED CONTENT**

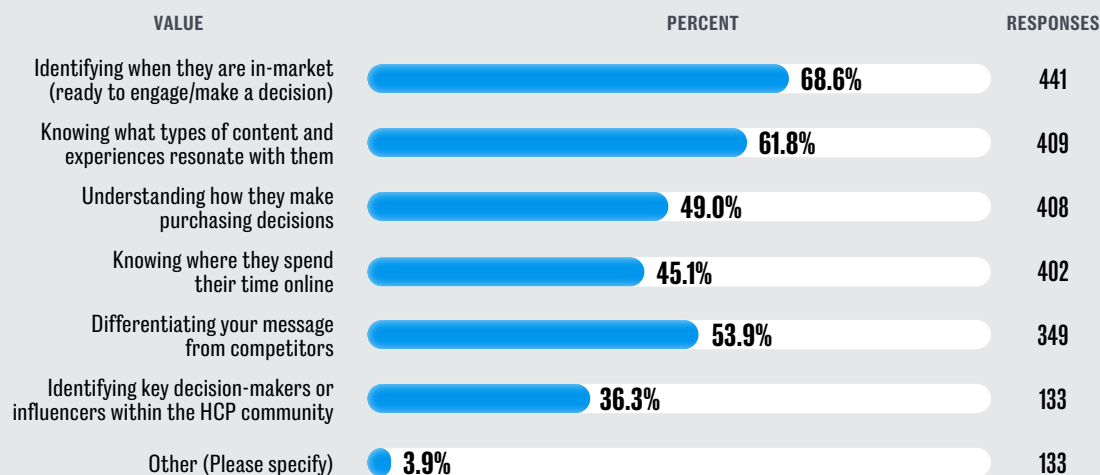
When it comes to engagement, evidence-based content is highly effective for reaching HCPs. Research reports, white papers and case studies outperform other formats, reinforcing the importance of substance over promotion. Yet marketers continue to struggle with knowing when HCPs are in-market and which content will resonate.

In practice, evidence-based content performs best when it is written to address specific pain points for the audience, personalized by specialty and distributed through the right channels. Research reports and white papers (26%), case studies (22%) and short-form video (16.7%) were cited as the most effective content types.

Timing is one of the biggest barriers as marketers struggle to identify when HCPs are in-market or ready to engage and make a decision (68.6%). This challenge outweighs understanding content preferences (61.8%) or differentiating messaging from competitors (53.9%).

"Marketers are under constant pressure to prove ROI, which often pushes them to spend on increasingly

WHAT IS YOUR BIGGEST CHALLENGE WHEN TRYING TO UNDERSTAND HOW TO ENGAGE HCPs ONLINE?



expensive data that claims to indicate ‘buying intent’ or ‘in-market’ behavior,” says Yariv Drori, chief product officer, Multiview. “But this fixation on in-market buyers is overrated. The signals are largely predictive, the data is speculative and the performance rarely justifies the cost.”

That frustration is reflected in the survey results, where widespread dissatisfaction suggests this approach isn’t delivering on its promise. The well-established 95-5 Rule reinforces why: Most buyers are not actively in market at any given time, and brands are far more likely to win if they’ve built familiarity and trust before the need arises. The brands that succeed are those that market consistently to the 95% who are not in market today, but will be ready when that moment arrives.

MISALIGNMENT BETWEEN BELIEF AND BUDGET

Survey respondents ranked content marketing and email marketing as the top two digital channels for effective engagement, suggesting that value-driven, owned channels are perceived as more impactful than interruptive advertising. Social media advertising, webinars and online events followed closely behind.

Despite the perception that content and email work best, paid search (47.1%) and social media advertising (43.1%) continue to command the largest shares of digital budgets, followed by email marketing (37.3%), webinars or virtual events (33.3%) and

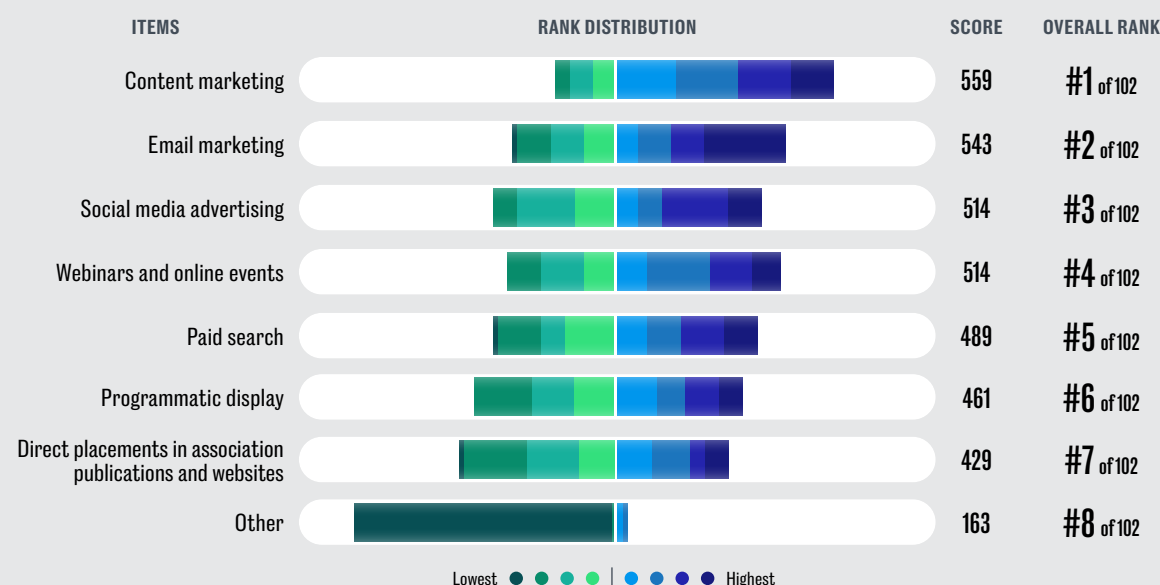
“Marketers are under constant pressure to prove ROI, which often pushes them to spend on increasingly expensive data that claims to indicate ‘buying intent’ or ‘in-market’ behavior. But this fixation on in-market buyers is overrated. The signals are largely predictive, the data is speculative and the performance rarely justifies the cost.”

YARIV DRORI Multiview

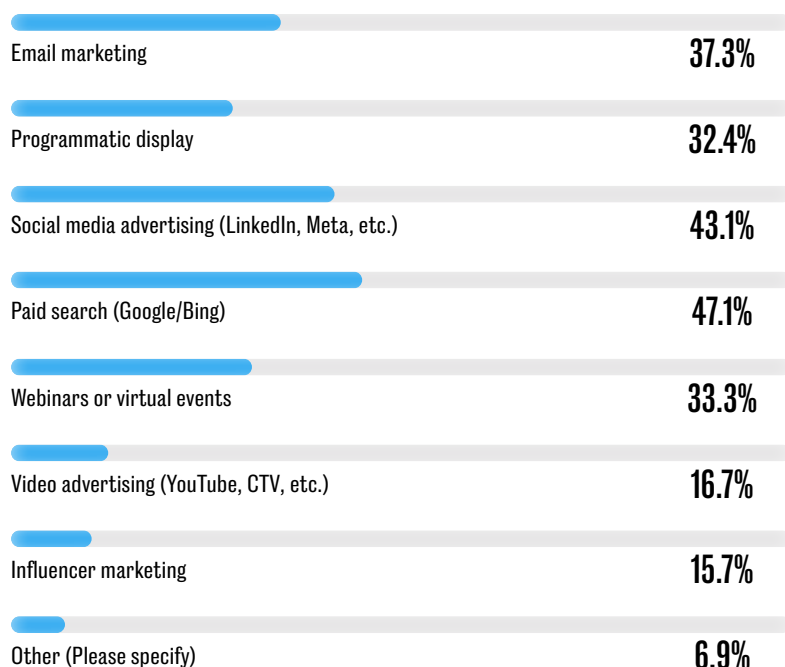


WHAT DIGITAL MARKETING CHANNELS DO YOU FIND MOST EFFECTIVE FOR ENGAGING

HCPs ONLINE? Please drag and drop to rank from MOST effective to LEAST effective



WHICH CHANNELS RECEIVE THE LARGEST SHARE OF YOUR DIGITAL MARKETING BUDGET FOR HCP CAMPAIGNS?



programmatic display (32.4%). This highlights a persistent disconnect between what marketers believe works best and where spending is concentrated.

TAPPING INTO A POWERFUL CHANNEL FOR INFLUENCE

While budgets often favor the scale of paid search and social, the tension between data-driven targeting and real engagement is growing. Association media provides a contextual bridge that supports what marketers believe works while balancing where budgets actually go. Brands can reach audiences who are more likely to engage in these credible, context-rich, cost-conscious channels. Association audiences represent an unparalleled opportunity for brands to connect with communities in ways that drive real business outcomes and strengthen their HCP engagement strategies.

ABOUT MULTIVIEW

Multiview is a B2B digital marketing agency helping associations and businesses reach, engage and grow their most valued relationships. We uniquely combine B2B media expertise with first-party audience data to help clients and partners maximize their brand's reach and revenue potential.

We're proud to work with 850+ purpose-driven associations that are committed to creating awareness and advocacy for a better future, including the American College of Clinical Pharmacology, the American Nurses Association and the Society of Critical Care Medicine. We're equally proud to shape the B2B future with healthcare industry leaders, including AbbVie, Gilead Sciences, Johnson & Johnson, Pfizer and Sanofi.

Built on 25 years of creating impact with associations, Multiview has built Audienceview to provide advertisers with exclusive access to association media. Built on first-party data, advertisers can use Audienceview to run targeted media campaigns that reach real B2B decision-makers, build brands with respected trade association professionals and deliver personalized messaging with precision targeting.

With offices in Dallas, Salt Lake City and Toronto, Multiview is made up of over 400 strategists, creatives, media specialists and data analysts who have a deep understanding and passion for B2B.