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43% pharma marketers prefer programmatic messaging platforms in India

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Telehealth platforms leveraging programmatic solutions to better engage healthcare experts, creating a huge opportunity for pharma brands



Amid the chaos recurring waves of the pandemic have created, pharma marketers are shifting their focus to newer and innovative solutions to engage physicians, apparent from the phenomenal rise in programmatic messaging technologies.

As the latest report by Doceree, the first global network of physician-only platforms for programmatic messaging, around 43 per cent of pharma marketers in India now prefer programmatic messaging platforms to reach out to physicians, utilising its ability to segment healthcare experts and align their communication for optimisation and better business outcomes.

Doceree delved into the inventory and campaign behaviour trends of its multiple partners, studying over 1,100 campaigns. These were run on a mix of 165 physician-only publisher platforms via Doceree by 102 advertisers - consisting of consumer healthcare and medical devices companies, life sciences brands, hospitals, and diagnostics, covering 100+ specialities.

The report - ‘Programmatic Trends in Pharma HCP Marketing 2022’ – points that pharma’s digital ad spending has risen considerably worldwide and the trend is expected to grow further on the back of programmatic fueling its growth.

“The trend looks promising as we see pharma brands earmarking a significant budget to programmatic marketing,” said Harshit Jain MD, Founder & Global CEO, Doceree. “We are seeing five out of ten dollars spent on digital being set aside for programmatic messaging.”