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Rx drug brands reach 75% physicians in targeted specialtiesÂ despite COVID-19

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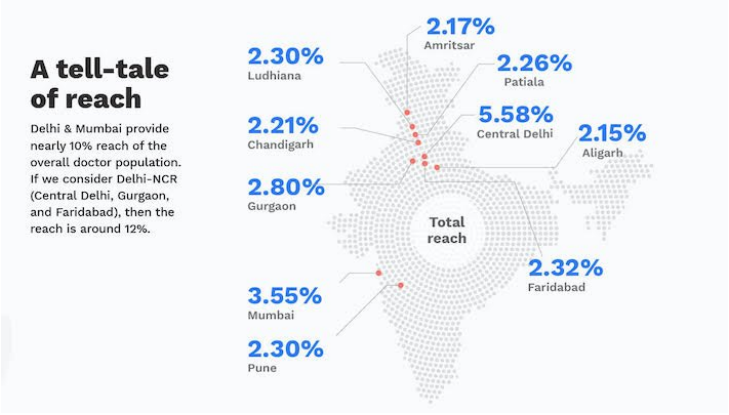
Doceree analysed over 20 million impressions served through its platform in the last 100 days from July 2020 â?? Oct 2020 (Q3 2020)



Despite pharma sales representatives being locked indoors due to COVID-19 outbreak, Rx drug brands reached out to 75 per cent physicians in their targeted specialties, as per the 100-day Report of Doceree, the first global network of Physician-only platforms for programmatic marketing.

Pharma marketers were able to get close to 2/3rd of the reach they were getting in the pre-COVID era.

The startup Doceree analysed over 20 million impressions served through its platform in the last 100 days from July 2020 – Oct 2020 (Q3 2020) and observed real-time developments in the Physician digital marketing space that could reflect broader trends.

“Pharma marketers found solace in digital. They looked for professional platforms to reach out to doctors in a regulatory-compliant manner,” said Dr Harshit Jain, Founder & CEO, Doceree.

The report dug deep into the vast amount of data captured by the Doceree platform to provide marketers with key trends and important insights into the Physician digital marketing. The data has been gathered from the digital marketing campaigns that pharmaceutical and healthcare brands run through the platform.

In terms of reach, Delhi & Mumbai provides nearly 10 per cent reach of the overall doctor population. If Delhi-NCR (Central Delhi, Gurgaon, and Faridabad) is considered, then the reach is around 12 per cent. Interestingly, 8 out of top 10 cities that give higher reach are in North India.