



PeopleMetrics Rapid Insights™

Real-Time Feedback on
Marketing and Product Materials



**Surveys to patients,
caregivers and HCPs**



**Continuous real-time reporting
in a secure software platform**



**Rapid insights at aggregate
and segment levels**



**Actionable data to
support quick decisions**

APPLICATIONS

- Test marketing message effectiveness
- Test brand concepts
- Get feedback on product materials
- Understand device usage
- Get feedback on website content
- Get feedback on digital experience



Trusted Patient Experience Partners

www.peoplemetrics.com

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connect@peoplemetrics.com

PeopleMetrics

Case Study

A global pharmaceutical company was planning for a product photo shoot and needed to **quickly determine which images and messages resonated most** with patients and HCPs. The company needed to choose between three new concepts to highlight the product benefits/evoke an active lifestyle – vacation, family, and the workplace.



Our Approach

PeopleMetrics developed an **online survey** to measure target audience preference for each of the concepts (images and messages). Survey invitations were sent via email to patients and HCPs. **Responses were displayed in real-time** in the PeopleMetrics reporting platform. Stakeholders could view and discuss responses as they came in.



Key Insights

Through the online survey, PeopleMetrics gathered quantitative and qualitative feedback and determined that **feelings of freedom / independence resonated most strongly with target audiences**. The vacation concept, using messages around activity and images of patients on vacation best captured this feeling of freedom / independence, and was most often selected across audiences.



Actions Taken

Feedback from patients and HCPs influenced the concept selection, planning, and details of the photo shoot. Stakeholders in product and marketing also utilized the feedback as **input for product collateral content for upcoming initiatives**. The company was able to **gain insight for decision making quickly**, efficiently and within tight timelines. Stakeholders were able to **validate perceptions of the target audience**, and **justify the investments they made** in the photo shoot.