

BUILDING A FULL-FUNNEL MEASUREMENT ECOSYSTEM

The challenge: A specialty therapy brand needed to understand whether its digital investments were actually changing behavior across both consumer and HCP audiences. Teams were tracking metrics in silos—media, site, and CRM all measured success differently—making it hard to know what was working, what to optimize, and how to connect upstream engagement to downstream business impact.



OUR APPROACH: A FULL-FUNNEL MEASUREMENT ECOSYSTEM

We anchored measurement to the real journeys:

- Consumer funnel: awareness → consideration → action, tied to the behaviors that signal progression (e.g., high-value on-site actions, tool use, content depth).
- HCP funnel: awareness → evaluation → adoption → sustained use, mapped to key digital touchpoints across the treatment journey.

On top of these funnels, we built a best-in-class ownership framework across five interconnected layers:

- Owned content and SEO – How easily priority audiences can find and engage with the brand's information.
- Media performance – How effectively paid search, social, and display reach and activate target segments.
- Engagement and conversion – What users actually do once they land: time on site, depth of interaction, and high-value actions.
- CRM – How interest is nurtured over time and how often it converts into qualified leads or follow-up actions.
- Scripts and revenue – How upstream digital behaviors correlate with prescribing and revenue outcomes.

Every KPI was explicitly tied back to a journey stage and one of these five layers, so each metric had a “job to do” in the ecosystem.

OBJECTIVES

Design a unified measurement ecosystem that:

- Aligns brand, media, content, and analytics teams to a shared KPI framework.
- Measures performance consistently across consumer and HCP journeys.
- Translates data into clear, timely optimization decisions and, over time, connects digital behavior to script and revenue trends.

Turning strategy into tools: scorecard + dashboard

To make the framework usable day-to-day and credible at the leadership level, we created a two-part measurement engine:

The Scorecard (Phase 1)

- Tracks tactical performance by channel, content, and audience.
- Links media KPIs (e.g., CTR, completion rates, high-value actions, time on site) to behavioral intent across the funnel.
- Flags immediate optimization opportunities and feeds creative and testing roadmaps.
- Delivered monthly, with in-flight pulse checks for active campaigns.

The Dashboard (Phase 2)

- Provides a real-time, executive-level view of digital performance.
- Visualizes how engagement with high-value actions (e.g., tools, key content, deeper scrolls) correlates with leading indicators of demand and, where possible, script lift.
- Helps leadership quickly see what's working, what's stalling, and where to shift resources.

The evolution: from baseline to behavior-to-script linkage

We designed measurement as a phased journey:

Now – Phase 1: Build the baseline

- Track core KPIs across media and site (clicks, engagement, high-value actions, time on site).
- Align metrics explicitly to consumer and HCP journey stages.
- Use the scorecard to identify early performance signals and quick-win optimizations.

Next – Phase 2: Automate insights and impact

- Double down on the tactics and messages that consistently drive meaningful engagement.
- Introduce predictive signals (e.g., video completions or specific tool use as proxies for intent).
- Evolve from a static scorecard into a dynamic dashboard that updates frequently.
- Long – Phase 3: Correlate behavior to scripts
- Overlay anonymized patient-level data (where appropriate and compliant) to link digital behaviors with script trends.
- Identify which channels, content types, and behaviors correlate most strongly with script lift.
- Use these insights to refine media mix, messaging priorities, and future testing.

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This measurement ecosystem gave the brand:

- A single, shared KPI language across teams and partners.
- A clear line of sight from media spend to on-site engagement, and from engagement to business-relevant outcomes.
- A practical operating rhythm: monthly insight reviews, cross-functional working sessions, and a roadmap to more advanced analytics.

Next, the brand is:

- Finalizing benchmarks for each KPI to contextualize performance.
- Standing up a recurring, cross-functional optimization cadence.
- Building the Phase 2 dashboard to bring real-time visibility to leadership and keep every digital dollar accountable.

READY TO TURN YOUR DIGITAL DATA INTO MEASURABLE BUSINESS IMPACT?

Let's build a smarter, full-funnel measurement ecosystem that connects media performance, engagement, and business outcomes — giving your team the clarity to optimize faster, align stakeholders, and make every marketing dollar accountable.

Contact us to learn how we can help design a customized measurement framework, scorecard, and executive dashboard tailored to your brand's goals.

