



Marketing Mix for Healthcare

Empowering the Healthcare Industry to
Maximize Their Marketing Impact



50% improvement in ROI is achieved by enabling brands to hit the right media investment levels, outpacing category growth and competitors.

Optimize Results to Boost Outreach

Virtue Analytics' Marketing Mix Tool leverages the marketing attribution model to identify the most effective marketing channels for healthcare, optimizing impact while minimizing budget. Our tool helps institutions achieve key objectives such as patient acquisition, engagement, and revenue growth, with a strong emphasis on maximizing patient lifetime value. We enable healthcare organizations to make data-driven decisions, enhance marketing efficiency, and ultimately improve patient outcomes, all while navigating a complex and regulated environment.

With our marketing mix tool, healthcare organizations can effectively reach and engage with their target audience.

Features and Benefits

- ✓ Accurately measure marketing KPIs.
- ✓ Gain valuable insights into the ROI and effectiveness of marketing efforts.
- ✓ Outpace the competition using data-driven budget reallocation.
- ✓ Assess the marketing channel that contributes to a higher outreach.
- ✓ Optimize the budget allocation by evaluating the saturation of advertising costs.
- ✓ Target the right audience efficiently.
- ✓ Enhance customer acquisition.
- ✓ Run simulations with scenarios of channel-wise underspending/overspending.
- ✓ Evaluate the healthcare landscape by reassessing brand/clinical media allocation.
- ✓ Work within a limited advertising budget.
- ✓ Store all data securely in the centralized cloud database.

**Achieve Optimal Results within your Budget with our Marketing Mix tool.
Contact us today.**