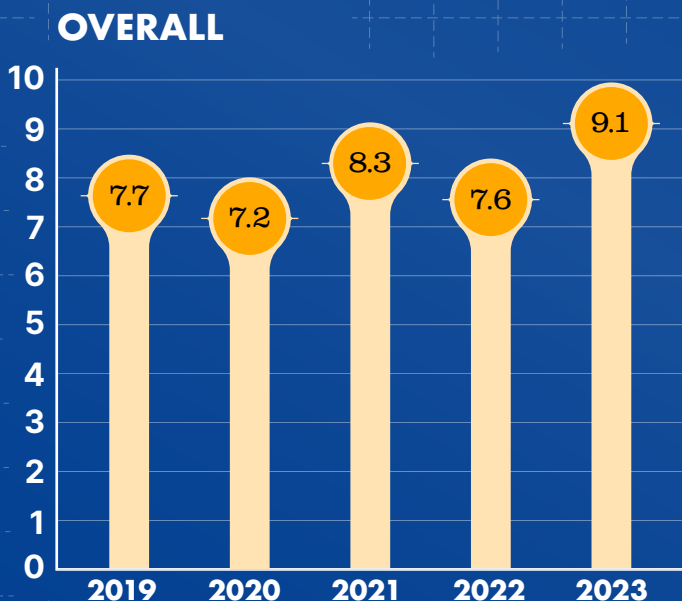


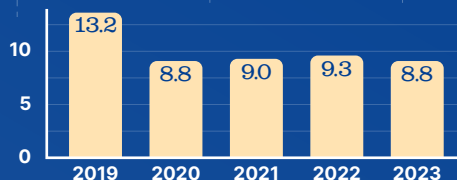
# THE RISE, FALL AND SMART ALLOCATION OF PHARMA MARKETING BUDGETS

Explore the evolving trends in pharma marketing budgets, from peak highs to pandemic-driven dips. This infographic reveals where to allocate your budget as the year draws to a close, highlighting key areas like hyper-personalised campaigns, KOL engagement and on-demand video to drive smarter, more effective marketing strategies

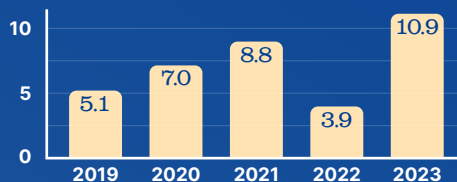
## MARKETING BUDGET SIZE OVER THE YEARS (\$M)



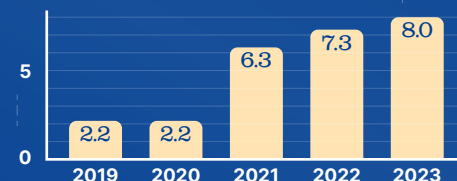
## PHARMA



## BIOTECH



## MEDICAL DEVICES



Source: Statista, 2024

## WHERE TO INVEST YOUR YEAR-END BUDGET

These three content types were prioritised by pharma in 2024, according to EMJ data



### Hyper-personalised email campaigns

In a survey, only **23%** of HCPs expressed a need for traditional emails

Personalised emails lead to a 50% decrease in customer email opt-outs

Source: Deloitte, 2024 and Highp, 2024

### Multiplatform KOLs interviews

**83%** of HCPs are likely to prescribe a new drug if it's endorsed by an opinion leader

Only **30%** of pharma marketing teams use HCP KOL/patient influencers on social

Source: Within3, 2024 and Reuters, 2024



### On-demand video

On average, HCPs only attend roughly **2x** congress a year

**90%** of HCPs say access to information beyond the event helps them to apply new medical approaches more quickly

Source: ZS, 2024 and EPG Health, 2024

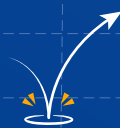


## TRENDS AND TRIGGERS FOR BUDGET SIZE



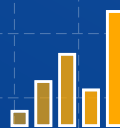
### Pharma's peak:

Highest pharma budget in 2019 (\$13.2m), stabilising around **\$9m** since 2021.



### Biotech's big bounce:

Biotech hit a record high in 2023 (\$10.9m), up **179%** from 2022.



### Biggest growth sector:

Biotech saw the largest fluctuation and growth, peaking in **2023**.



### Medical devices on the rise:

Device budgets nearly **quadrupled** from \$2.2m in 2019 to \$8m in 2023.



### 2023's high for all sectors:

Combined budgets across sectors reached an all-time high of **\$9.1m** in 2023.

## QUALITY OVER QUANTITY: INVEST WISELY

A historic study found **8.7%** of US government procurement spending occurred in the **last week** of the year, nearly five times the weekly average.

Projects funded in the last week of the year were 2-6 times more likely to receive a **lower quality** rating.

