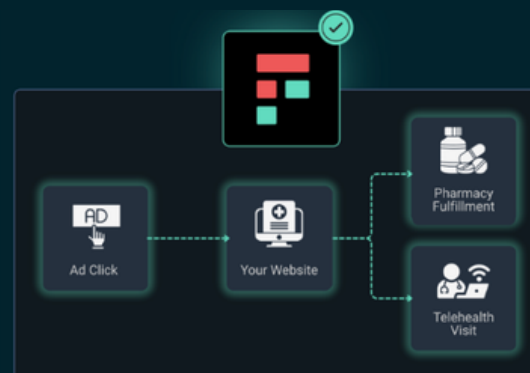


Top-10 Pharma Unlocks Privacy-Safe, End-to-End DTP Journey Visibility with Freshpaint



CHALLENGE

The Cross-Domain Blind Spot

A top 10 pharmaceutical company was expanding its direct-to-patient (DTP) experiences across multiple brands and care pathways. The patient journey spanned paid media, brand-owned properties, prescription-support platforms, and fulfillment partners — creating gaps in measurement at every handoff.

The organization needed to connect these touchpoints while meeting strict patient privacy requirements. Without a unified view of the journey, teams couldn't see which channels attracted high-intent patients, where patients dropped off, or which prescription pathways converted best.

These blind spots made it difficult to optimize media spend, address friction in the patient experience, and confidently scale DTP programs across the portfolio.

Key questions:

1. How do patients reach branded sites?
2. Where do patients drop off?
3. Which prescription pathway converts best?

OPPORTUNITY

Connecting the Critical Off-Domain Handoff

The company saw an opportunity to restore visibility at the most critical break in the patient journey: the handoff from paid media and owned properties to an external pharmacy fulfillment partner.

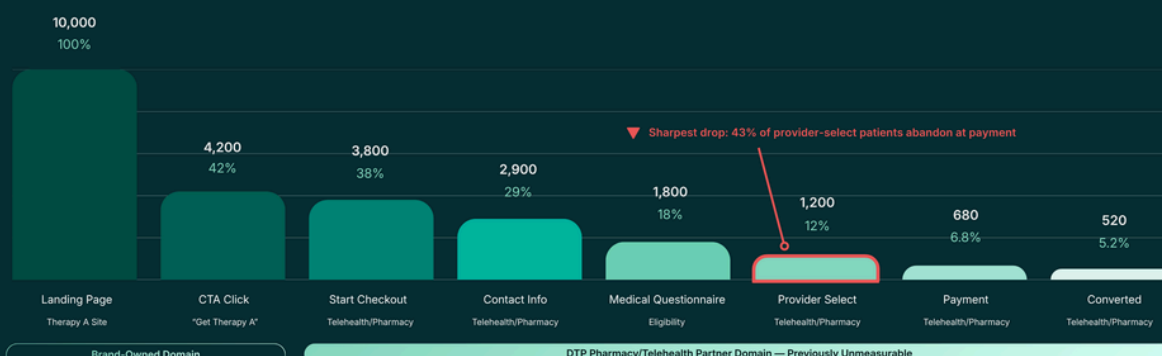
If the company could extend measurement beyond the off-domain handoff, it could:

- Identify where patients disengage
- Understand which campaign interactions contribute to conversion
- Evaluate performance through the final pharmacy action.

To achieve this comprehensive view of the patient journey, the company partnered with Freshpaint to connect these fragmented stages using anonymized, privacy-safe, cross-domain measurement. The pilot spanned two distinct DTP journeys, a direct-to-consumer purchase pathway and a copay support pathway, to prove the approach could work across different conversion models.

Importantly, the collaboration sought to create a repeatable measurement framework that could extend to additional brands, pathways, and partners.

Funnel #1: End-to-End (Brand.com → Telehealth/Pharmacy → Converted)



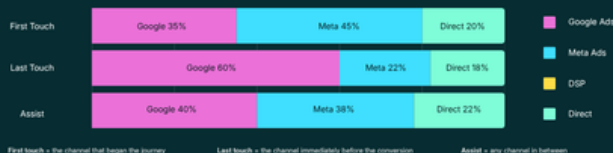
SOLUTION

Privacy-Safe Measurement Across the Full Journey

Across two patient journeys, Freshpaint deployed its software development kit (SDK) on the company's branded sites and the pharmacy partner's portal. A custom consent integration ensured data collection respected each visitor's consent preferences throughout the journey.

Together, the teams defined the critical events across each pathway—from landing-page engagement and eligibility checks to off-domain transitions and final pharmacy conversions. Freshpaint connected and validated cross-domain data flows, giving the company a unified view of patient progression through aggregated, anonymized, privacy-safe funnel reporting.

Channel Contribution: First Touch, Last Touch, Assist



Multi-Touch Paths to Conversion

520

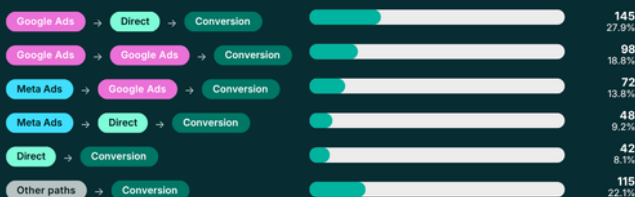
Total converting journeys

2.4

Avg. touchpoints before conversion

68%

Multi-channel journeys


RESULT

Closing the Measurement Gap

For the first time, the pharmaceutical company is closing the gaps in measuring the DTP patient journey.

The partnership with Freshpaint gave the pharmaceutical company privacy-safe visibility into the full patient journey, connecting paid media engagement through pharmacy conversion. Insights into funnel progression, drop-off, conversion rates, and campaign performance beyond owned properties will help the company refine how it reaches and engages patients. As data collection continues, the company can identify new conversion opportunities and extend this approach to additional brands and patient pathways, all without exposing patient identifiers or sensitive health information.

Ready to prove performance across the full DTP patient journey?

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