DigiPharma
INSIGHTS

2026 DTC and DTP Pharma Benchmark Survey

Restoring marketing visibility in a privacy-first era

Freshpaint | Nextdoor

Most healthcare marketers cannot answer a basic question: which neighborhoods drive patient demand?

Ben Miles, Partnerships Lead, Nextdoor

They can tell you which campaigns generated clicks. They can approximate which channels drove form submissions. But the moment a patient steps away from a branded website and into a pharmacy, a telehealth consult, or an insurance workflow, visibility collapses. In fact, 83% of pharma marketers report losing visibility the moment a prescription is written. This report quantifies exactly how widespread that collapse is — and it confirms something we see from our vantage point every day: the problem starts earlier than most teams realize.

It starts at the point of audience selection.

The dominant logic in digital advertising is behavioral targeting — reaching people based on what they searched, what they clicked, what condition page they visited. In healthcare, that logic has become a liability. The FTC and state regulators are targeting precisely those data flows, and this report makes clear that marketers are responding by pulling back: avoiding ad platforms altogether, stripping context from their data, and defaulting to conservative tactics that protect compliance at the cost of performance. Sixty-seven percent of marketers surveyed here have avoided certain ad platforms entirely just to stay compliant. And the toll is universal: 100% of those marketers report that privacy constraints are actively impacting performance. That is not a strategy. That is attrition.

Nextdoor is built differently, and that difference matters in this environment.

Our platform is anchored in verified residential identity. Every neighbor on Nextdoor has confirmed their home address — not an inferred profile, not a behavioral cluster derived from health content consumption. That means healthcare advertisers can reach household decision-makers based on where people actually live: near a treatment center, within a health system's service area, in a community where a specific condition has higher prevalence. The targeting signal is geographic and demographic by design. It does not originate from sensitive health data, which means it doesn't trigger the same compliance exposure that has made so many digital channels feel untenable for pharma marketers.

But verified reach is only part of the story. The other part is context. Nextdoor is where neighbors ask each other who to trust for care — before they have a diagnosis, before they search a condition, often before they have the language for what they're experiencing. That is one of the earliest and most authentic signals of healthcare demand, and it is not easily available anywhere else. Our integration with Freshpaint brings that signal into a privacy-first measurement infrastructure, so neighborhood-level engagement can be connected to real patient outcomes — booked appointments, attended visits, prescription starts — inside a fully compliant, server-side system. No risky pixels. No PHI exposure. No blind spots.

One of this report's most compelling findings is that marketers and privacy leaders are actually asking for the same thing; they just use different language. Marketers call it "privacy-safe analytics." Privacy leaders call it "auditability and governance." The Freshpaint and Nextdoor partnership is built on exactly that shared foundation.

For the first time, the infrastructure to make local trust measurable is here — and the pages that follow show just how overdue it is. Everything that follows shows precisely where visibility breaks across the full DTC and DTP patient journey, why the compliance workarounds most teams rely on are quietly capping performance, and what leading organizations are doing to build infrastructure that serves both goals at once. Nextdoor's partnership with Freshpaint is an expression of that same ambition: local trust, made measurable and accountable — without introducing the compliance risk that has made so many pharma marketers retreat from the channels their patients actually use.

Ben Miles
Partnerships Lead
Nextdoor

Table of Contents

Executive Summary 4
Key Insights 5
The Problem: Signal Loss in a High-Stakes Privacy Landscape 6
The Blind Spots: Where Visibility Disappears 10
The Impact: How Compliance Barriers Affect Business 14
The Turning Point: Aligning Privacy, Compliance, and Performance 17
The Freshpaint Advantage: Grow DTC and DTP campaigns, protect patient data, and prove performance across the full patient journey 18
How Freshpaint Builds You the Infrastructure for Compliant Growth 19
About the Authors 21

Executive Summary

Pharma direct-to-consumer and direct-to-patient (DTC/DTP) marketers face an unprecedented challenge. The lines between marketing performance and privacy compliance have blurred, creating a tension that affects budgets, timelines, and competitive positioning.

This report reveals that compliance challenges are fragmenting organizations' visibility into the patient journey. The current privacy landscape is creating blind spots that not only waste resources but also limit growth opportunities.

This report is based on two comprehensive surveys of 100 marketing leaders and 100 privacy leaders across top-25 global pharma companies, mid-sized or specialty pharma organizations, and biotech or emerging biopharma firms. The research uncovers how rising regulatory enforcement from the FTC and state privacy laws is reshaping DTC/DTP strategy.

For example, every marketing respondent reports that privacy constraints are impacting performance, while 62% of privacy leaders lack visibility into how data flows through analytics and advertising tools.

However, privacy is not the enemy of performance—fragmentation is.

When organizations align privacy guardrails with marketing objectives from the start, compliance becomes the infrastructure that unlocks safe measurement, restores ROI visibility, and accelerates campaign approvals.

> This report reveals that compliance challenges are fragmenting organizations' visibility into the patient journey. The current privacy landscape is creating blind spots that not only waste resources but also limit growth opportunities.

Key Insights

Our research highlights the foundational capabilities that distinguish high-performing teams, from how they approach measurement and attribution to how they operationalize privacy at scale.

The insights below provide a snapshot of where organizations are focusing today to drive more effective, compliant growth. The full report explores each in depth.

1. **Pharmaceutical marketers are navigating a rapidly evolving landscape shaped by growing digital investment, increased adoption of direct-to-patient (DTP) engagement, and heightened expectations around privacy and compliance.**

   Within this environment, leading organizations are rethinking how they connect marketing activity to real-world patient outcomes.

2. **Most organizations lack the trusted infrastructure required to scale compliant measurement.**

   While 80% of privacy leaders say DTC/DTP marketing data is subject to regulation at least some of the time, only a small fraction of marketers describe their ecosystem as fully integrated and privacy-compliant. Compliance is influencing strategy, but infrastructural maturity is lagging.

3. **The prescription handoff is the most commercially consequential visibility gap.**

   Eighty-three percent of marketers struggle to connect website visits to prescription fills. Attribution often collapses once patients transition into pharmacy, telehealth, or insurance workflows — limiting marketing's ability to measure or prove its impact on patient starts, telehealth appointment bookings, and medication fills.

4. **Measurement friction is slowing innovation.**

   More than half of marketers report compliance-driven delays that affect audience targeting, speed to launch, and channel selection. Without standardized guardrails between marketing and compliance, teams rely on case-by-case approvals that slow experimentation and reduce campaign agility.

5. **Reactive compliance tactics are quietly capping performance.**

   To manage risk, 67% avoid certain ad platforms, 63% rely on internal tagging builds, and 54% depend heavily on anonymized data. These approaches reduce exposure, but often at the expense of attribution clarity, optimization, and innovation.

6. **Marketing and privacy leaders are asking for the same foundation.**

   Marketers prioritize privacy-safe analytics and real-time conversion visibility. Privacy leaders prioritize auditability, automated consent enforcement, and governance controls. Privacy-safe platforms built for compliant life sciences marketing exist today – and solve for both needs simultaneously.

The Problem:

Signal Loss in a High-Stakes Privacy Landscape

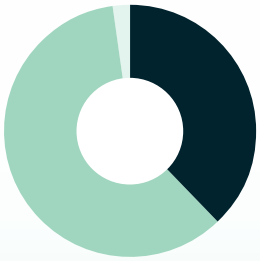
The ground has shifted beneath pharma DTC/DTP programs. For years, many marketers assumed privacy regulations were not within their scope of work—that HIPAA applied to covered entities, not marketing departments. But the FTC and state regulators have expanded enforcement well beyond traditional HIPAA boundaries, placing direct-to-consumer marketing data directly in the crosshairs.

The Expanding Regulatory Spotlight

The data is unambiguous: Nearly all of the marketing leaders surveyed (98%) are at least somewhat aware of recent FTC and enforcement actions around health data tracking. Within this group, nearly all the respondents (92%) say they responded by making minor or major changes to policies or tooling.

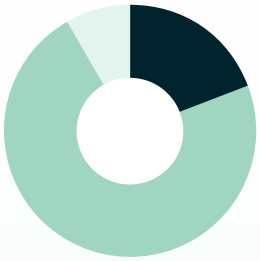
Marketers

How aware are you of recent enforcement actions around ad tracking and health data (e.g., FTC, lawsuits, AG actions)?



- **38%** Very aware
- **60%** Somewhat aware
- **2%** Not aware

Since you are very aware or somewhat aware of these recent enforcement actions, to what extent have they triggered policy or tooling changes within your organization?



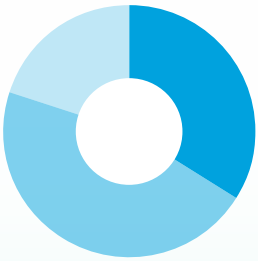
- **19%** They have triggered major changes.
- **73%** They have triggered minor adjustments.
- **8%** This is still under review.
- **0%** There has been no change / This does not apply.

Meanwhile, two-thirds of privacy and compliance leaders (66%) report being significantly or highly concerned about privacy risks in digital marketing, with zero respondents reporting low concern.

On the marketing side, the impact is immediate and measurable. All respondents report that privacy constraints impact their performance metrics in some way. Specifically, 16% report major impacts, and 84% report moderate impacts.

Privacy & Compliance Leaders

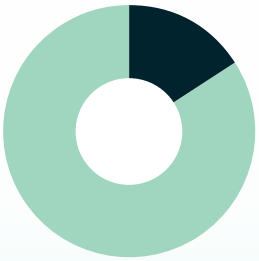
On a scale of 1 to 5, how concerned is your team about privacy risks in digital marketing?



- 0% 1 – not concerned at all
- 0% 2
- 34% 3 – moderately concerned
- 46% 4
- 20% 5 – highly concerned

Marketers

Have privacy constraints directly impacted your organization's performance metrics (e.g., ROI, targeting, or speed)?



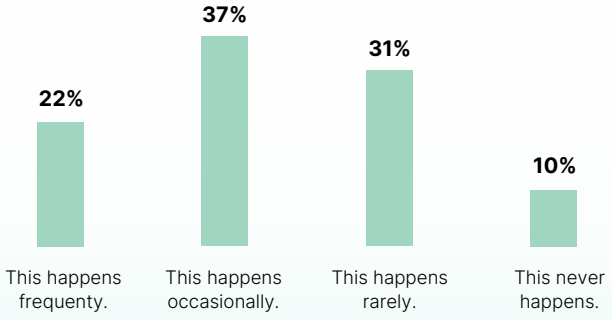
- 16% Yes — They have had a major impact.
- 84% Somewhat — They have had a moderate impact.
- 0% No — They have not had a significant impact.
- 0% I am not sure / This does not apply.

Furthermore, 37% say compliance concerns delay or change their direct-to-consumer and direct-to-patient marketing initiatives occasionally. Another 22% say they delay them frequently.

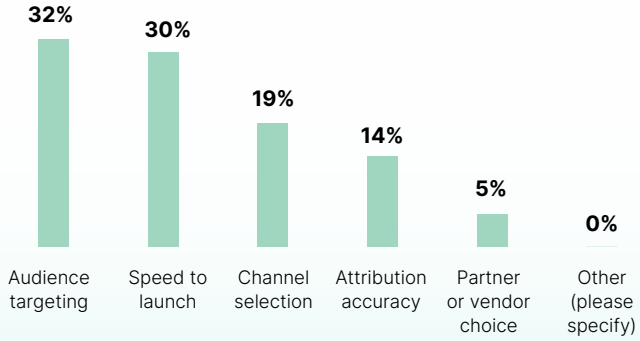
The result has been delayed launches (30% cite compliance as a factor), restricted audience targeting (32%), and limited channel selection (19%). For teams already stretched thin, privacy review cycles have become a hidden tax on innovation and speed to market.

Marketers

How often do compliance concerns delay or change DTC/DTP marketing initiatives?



Since compliance concerns delay or change your DTC/DTP marketing initiatives frequently or occasionally, which of the following is affected most under these circumstances?



The Regulatory Complexity Pharma Faces

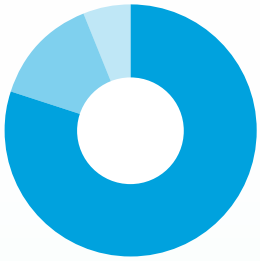
The regulatory framework applying to DTC/DTP marketing data is more complex than most marketers realize.

At 80%, most privacy and compliance leaders from the organizations surveyed consider their marketing data subject to privacy regulations at least some of the time. Among these respondents, 86% report that they believe HIPAA applies, while 63% cite CCPA or GDPR applicability, and 56% say state-specific laws like MHMDA or CTDPA apply to their marketing data.

What complicates this picture is that different data flows trigger different rules.

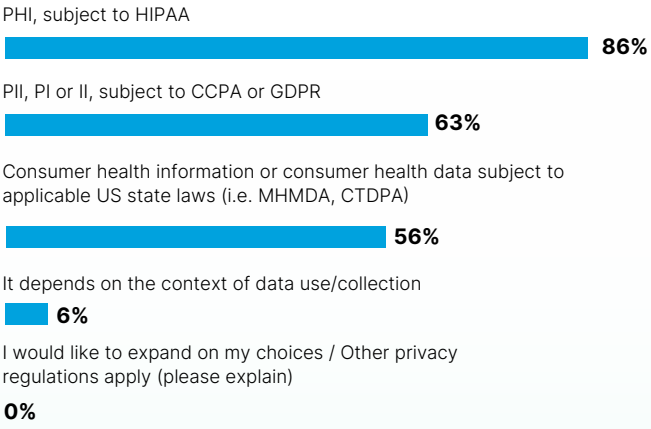
Privacy & Compliance Leaders

Does your organization consider marketing data generated in association with its DTC/DTP activities subject to local, state, international and/or federal privacy regulations, whether you do so sometimes or all of the time?



- **80%** Yes
- **14%** No, we treat it differently.
- **6%** No, we do not.

Since you said "Yes," which privacy regulations apply?



Freshpaint
Learn More
Don't Let Privacy Kill DTP Performance.
Discover a privacy-first framework that fuels compliant growth — from ad click to prescription fill.

Among the privacy and compliance leaders, 67% believe HIPAA applies to co-pay assistance programs, 65% to clinical trial recruitment, and 64% to patient support or adherence programs. Meanwhile, only 25% believe HIPAA applies to telehealth redirects or pharmacy fulfillment.

These results suggest that there is no consensus across the industry on how individual privacy laws should be layered into organizations' marketing strategies. That lack of consensus represents a critical blind spot and, as we will learn, these channels are precisely where marketing visibility collapses.

This complex and inconsistent regulatory landscape leads organizations to play it safe and limit how they use data.

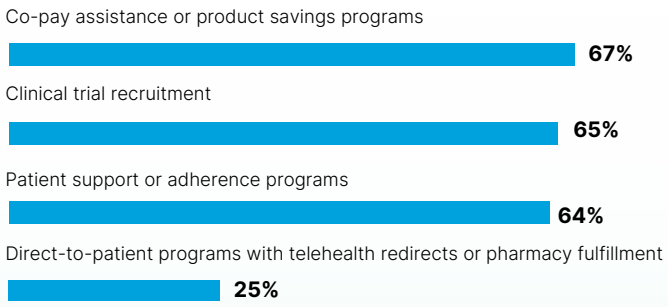
HIPAA and state privacy laws shape compliance programs at most organizations, influencing 91% and 73% of them, respectively. FTC oversight also weighs heavily, affecting 52% of organizations, while internal corporate governance is a major driver for only 25%.

Together, these overlapping requirements create a heavy, multi-layered compliance load that slows down data sharing and decision-making. They also introduce uncertainty and conflicting interpretations inside companies.

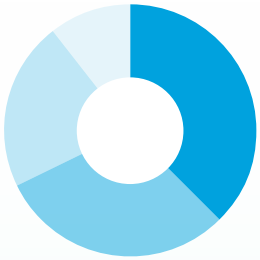
In this tangle of overlapping laws, shifting enforcement priorities, and internal opinions, how can pharma marketers pinpoint their most critical blind spots in data visibility?

Privacy & Compliance Leaders

Under what conditions do you believe HIPAA applies to your marketing data?



Which regulations most influence your compliance framework for DTC and DTP marketing data?



- **91%** HIPAA
- **73%** State privacy laws (CA, CO, CT, etc.)
- **52%** FTC
- **25%** Corporate governance policies

At 80%, most privacy and compliance leaders from the organizations surveyed consider their marketing data subject to privacy regulations at least some of the time.

The Blind Spots:

Where Visibility Disappears

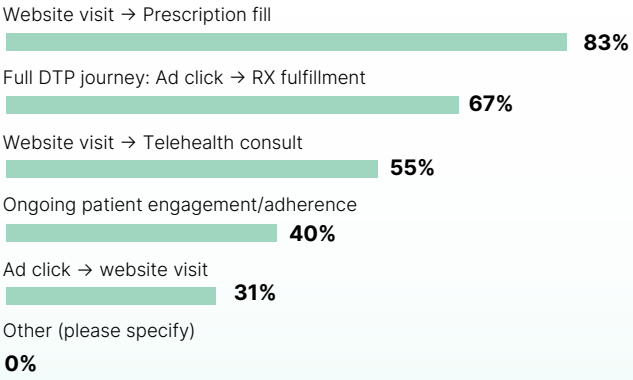
In one of the most striking findings from the two studies, marketers have massive blind spots in the patient journey, and many do not fully realize it.

Respondents report confidence in their ability to connect each point in the full patient journey, but some lengths of the customer journey are more difficult to measure than others.

When asked to select the three stages of the DTC funnel that are most difficult to measure or connect, 83% of marketers say they struggle to connect website visits to prescription fills, while 67% lose visibility across the full journey from ad click to Rx fulfillment. More than half (55%) say instances of website visits leading to telehealth consults are also difficult to track. Finally, a significant 40% of the marketing respondents listed "ongoing patient engagement" as one of their top three most difficult DTC stages to measure.

Marketers

Which stages of the DTC funnel are the hardest to measure or connect?



83% of pharma marketers lose visibility the moment a prescription is written. That gap doesn't have to exist.

DTP campaigns run across social, CTV, programmatic, and endemic sites — but fragmented performance data makes it hard to prove outcomes.

THE SOLVE: Freshpaint's platform brings fragmented performance data together across all your social, CTV, programmatic, and endemic channels, so that attribution doesn't break at telehealth redirects or online pharmacy fulfillment partners — and you can confidently connect ad spend to scripts written and filled.

Ready to prove marketing ROI with attribution that actually reflects the complete DTP patient journey?

See How Freshpaint Enables You to Measure the Full Patient Journey

Losing Track After the Prescription Handoff

The marketing leaders we surveyed described where they most often lose visibility into the patient journey. In large numbers, they pointed to the prescription handoff as the key moment when visibility breaks down. Specifically, they lose sight immediately after a healthcare provider writes a prescription and the patient moves from the clinical setting into the pharmacy and, often, into insurance ecosystems.

As one marketing leader explained, "Tracking tends to fall apart once the prescription is written and handed off to the pharmacy. We lose clarity on whether the patient actually fills it and what hurdles they face."

These marketing respondents consistently emphasized a fundamental disconnect between prescribing intent and the actual start of therapy. They stressed that they often do not know whether patients fill prescriptions, encounter insurance barriers, or abandon treatment altogether. Insurance approval and prior authorization remain especially opaque from their vantage point as pharma marketers.

"Once a patient leaves our digital ecosystem and enters the insurance approval process, the journey becomes very uncertain," one marketing leader noted.

Little Visibility into Patient Adherence to Therapies

Beyond the initial prescription handoff, marketing leaders report that adherence and long-term therapy management remain major blind spots across the patient journey. They struggle to see whether patients take their medications as prescribed, make unsupervised dose changes, or stop treatment altogether without any formal indication back to the brand.

One respondent captured this challenge succinctly: "From my perspective, adherence is the black box whether they are taking the product consistently, and this is where visibility disappears."

The problem intensifies when patients transition from structured clinical oversight to self-management. This is particularly true after the first refill or the first 30 days of therapy.

Digital engagement offers some tracking capability early in the journey, but teams lose insight into treatment outcomes when patients:

- Stop responding to outreach from pharmacies or insurance companies
- Switch pharmacies
- Move between healthcare providers
- Decline enrollment in patient support programs
- Transition from online interactions to offline clinical conversations

While honoring patients' right to privacy, the lack of post-treatment monitoring data makes patient behavior largely invisible. This makes it more challenging for companies to maintain engagement, and in some cases, even develop new therapies.

Compliance Leaders Face Similar Visibility Challenges

Privacy and compliance leaders see similar gaps from a risk perspective.

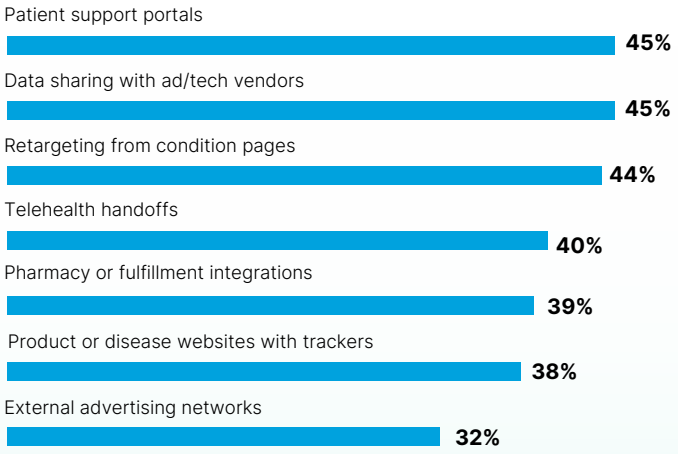
Data sharing with ad tech vendors (45%) and patient support portals (45%) top the list of concerning data flows, followed closely by retargeting from condition pages (44%), telehealth handoffs (40%), and pharmacy integrations (39%). Each of these represents a vector where sensitive health information can leak, where measurement becomes difficult, or where visibility stops entirely.

Beyond visibility, the infrastructure itself is fragmented. More than one-third (37%) of marketing leaders report that their data systems are half-siloed and half-connected across the DTC and DTP journey, while little more than half (51%) say their systems are mostly connected but still somewhat siloed. Only 11% claim to have achieved full integration.

Meanwhile, 62% of privacy leaders report only partial visibility into how data flows through marketing pixels and analytics tools. This fragmentation creates inefficiency: teams cannot optimize what they cannot see, budgets are stretched thin chasing unmeasurable outcomes, and leadership lacks proof of marketing's impact on patient starts, telehealth appointment bookings, and medication fills.

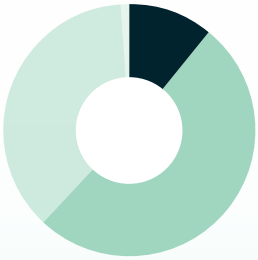
Privacy & Compliance Leaders

Which of the following DTC and DTP data flows create the most compliance concern?



Marketers

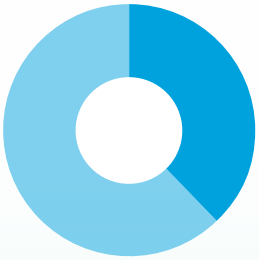
On a scale of 1 to 5, how connected are your data systems across the DTC and DTP journey?



- **11%** 5 – fully connected
- **51%** 4
- **37%** 3 – half connected, half siloed
- **1%** 2
- **0%** 1 – completely siloed

Privacy & Compliance Leaders

How would you rate your visibility into how data flows through marketing pixels or analytics tools today?

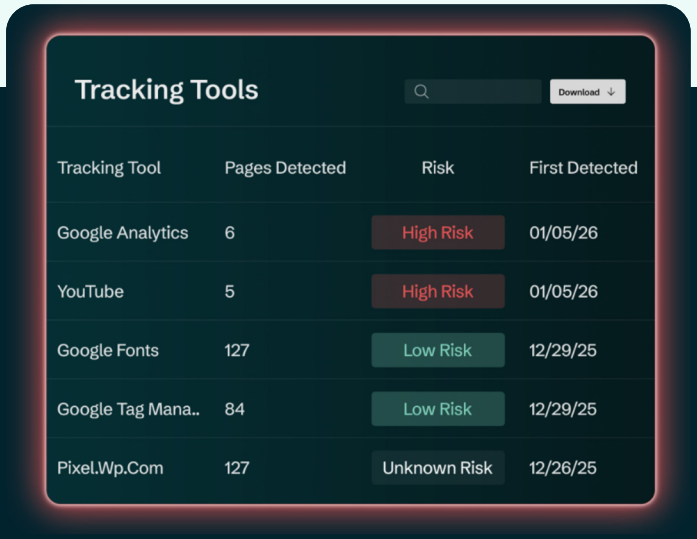


- **38%** We have full visibility.
- **62%** We have partial visibility.
- **0%** We have minimal or no visibility.

Product Spotlight: See Every Tracker On Your Site & Identify Risk

The data above reflects a hard truth: 62% of privacy leaders have only partial visibility into how data flows through marketing pixels and analytics tools. Fragmented infrastructure isn't just a measurement problem — it's a compliance liability.

Freshpaint Web Tracker Monitor gives you complete visibility into every pixel firing across branded sites, co-pay card pages, clinical trial landing pages, telehealth redirects, and partner flows — with audit-ready documentation to support privacy-first decisions.



Tracking Tools

Download

Tracking Tool	Pages Detected	Risk	First Detected
Google Analytics	6	High Risk	01/05/26
YouTube	5	High Risk	01/05/26
Google Fonts	127	Low Risk	12/29/25
Google Tag Mana..	84	Low Risk	12/29/25
Pixel.Wp.Com	127	Unknown Risk	12/26/25

Freshpaint replaces risky third-party pixels, scripts, and trackers with a single compliant pixel so your teams maintain full marketing capabilities without exposing PHI or risking regulatory action.

Learn More & Request A Free Web Tracker Scan

The Impact:

How Compliance Barriers Affect Business

Faced with these gaps, marketing teams are forced to improvise to ensure they remain compliant. However, these “workarounds” lead to severe limitations.

The most common strategy is to avoid ad platforms altogether, with 67% of marketing leaders claiming to have used this tactic. This is not a workable compliance practice; it’s settling for less.

Teams that cannot safely measure patient actions are pulling away from the channels that their patients and customers use, where they can generate the most precise and actionable insights.

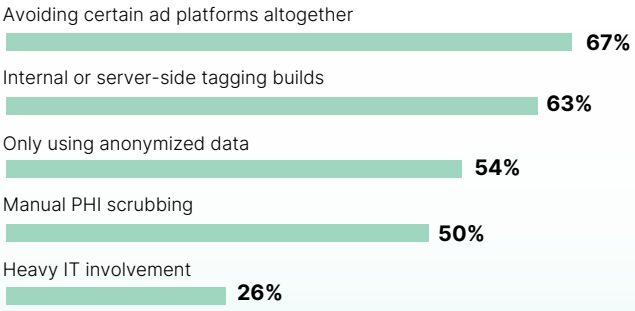
Marketing leaders are using other workarounds, but they also consist of “band-aids” meant to avoid compliance failures.

Specifically, 63% have relied on internal or server-side tagging builds as a technical patch. This is a data collection architecture that processes and manages tags like analytics pixels and conversion trackers on internal servers. Similarly, 54% have resorted to anonymized data, which strips the context needed for personalization and targeting.

These reactive strategies enable the continued use of digital tracking infrastructure, but don’t solve the deeper problem of understanding patient behavior at every stage of the journey.

Marketers

Which workarounds have you used to stay compliant while tracking performance?



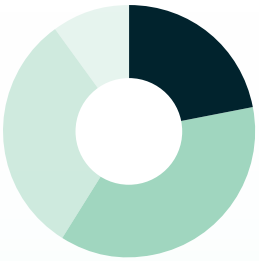
The compliance burden extends to the review process itself. As one marketing leader puts it, "The constant back and forth drains the team's momentum and slows innovation, leading to more conservative and less effective campaigns."

Specifically, 59% of marketing leaders report that compliance concerns delay or change their initiatives at least occasionally. The areas most affected include audience targeting (32%), speed to launch (30%), and channel selection (19%), which are the result of overly conservative data policies.

"We often miss market opportunities because approvals take too long or require major message revisions," says another marketing leader. According to one other, repeated compliance hurdles slow down their iteration cycles to "a point where insights come too late to be actionable."

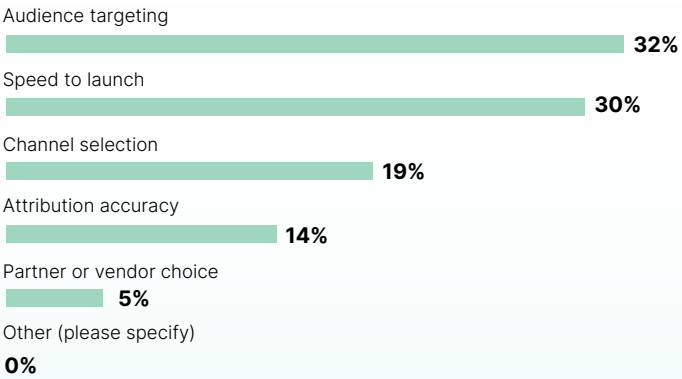
Marketers

How often do compliance concerns delay or change DTC and DTP marketing initiatives?



- **22%** This happens frequenty.
- **37%** This happens occasionally.
- **31%** This happens rarely.
- **10%** This never happens.

Since compliance concerns delay or change your DTC and DTP marketing initiatives frequently or occasionally, which one of the following areas is affected most under these circumstances?



As one marketing leader puts it, "The constant back and forth drains the team's momentum and slows innovation, leading to more conservative and less effective campaigns."

Organizations Stay Cautious, Stifling Innovation

The risk postures of organizations across the industry reflect this tension. This leads to significant barriers to innovation.

A slight majority of privacy and compliance leaders (54%) say their organizations pursue a balanced approach. They are enabling marketing with strong controls.

However, more than one-third of the respondents (39%) say they adopt a highly conservative posture that minimizes data collection, effectively capping performance potential. Only 7% describe themselves as "progressive" and open to compliant innovation.

This caution is mirrored in how marketers view their overall marketing maturity. About half of the marketing leaders surveyed (51%) report being established "but with limited measurement" capability. Only 1% describe themselves as having a fully integrated, privacy-compliant ecosystem. This means that the industry lacks a proven playbook for scaling DTC and DTP performance within strict privacy boundaries.

A critical insight from the study is that **privacy and marketing teams lack a unified view of the problem. This results in a loss of trust between teams.**

Marketers often downplay privacy concerns when data flows are not visibly health-related (like pharmacy clicks). Privacy leaders, meanwhile, see risk in every integration with third-party vendors and ad platforms.

This misalignment creates friction: marketers feel constrained, while privacy leaders feel unheard.

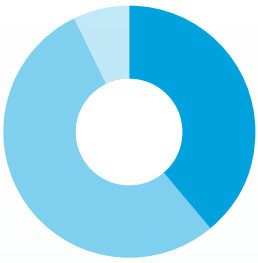
"Retargeting around sensitive health topics can be risky," says one privacy and compliance leader, capturing this tension.

Meanwhile, a marketer responds with frustration: "Surprisingly, even though we have good onboarding data, the moment patients stop responding to emails or texts, it is like they fall off a cliff."

Both are correct, but they are not working from the same data architecture. Until privacy and marketing align on what is safe to measure this cycle will persist.

Privacy & Compliance Leaders

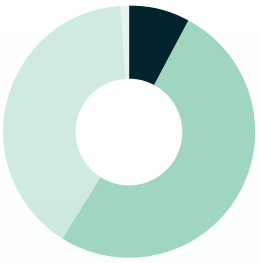
How would you describe your company's risk posture toward DTC and DTP marketing data use?



- **39%** Highly conservative – We minimize data collection.
- **54%** Balanced – We enable marketing with strong controls.
- **7%** Progressive – We are open to compliant innovation.

Marketers

Which best describes your brand's DTC and DTP marketing maturity?



- **8%** We are in early stages, testing small campaigns.
- **51%** We have established DTC and DTP marketing programs, but with limited measurement.
- **40%** We have mature DTC and DTP marketing programs with advanced data connectivity and measurement.
- **1%** We have a fully integrated, privacy-compliant DTC and DTP ecosystem.

The Turning Point:

Aligning Privacy, Compliance, and Performance

The breakthrough is clear when you look at what privacy and marketing leaders are asking for, as it is essentially the same thing:

They need a system that automates compliance and protects patient privacy, but that also grants teams visibility into more of the patient journey.

The top three benefits of a platform that drives privacy-first performance across life sciences among marketers include privacy-safe analytics and ad activation (71%), automatic consent enforcement (70%), and real-time conversion visibility (59%). These are reasonable requests for infrastructure that enables measurement without exposure.

Privacy and compliance leaders were asked what would make a marketing analytics solution trustworthy and privacy-compliant for use in direct-to-patient programs.

"I need to be certain that every query run against the data, every export and every deletion, is logged in an immutable and unchangeable record for regulatory inspection," says one compliance leader.

Overall, they say they want immutable logs detailing data access, clear audit trails, role-based access controls, and automated compliance enforcement across vendor handoffs. They also call for privacy-by-design principles, data minimization rules, and standardized frameworks that eliminate gray area anxiety.

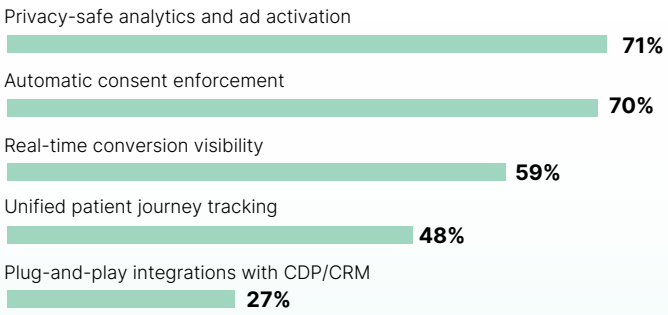
One privacy leader summarized their aspirations, saying they want "built-in guardrails that prevent activation of sensitive health data."

This aligns with the 71% of marketing leaders who want "privacy-safe analytics and ad activation." In fact, both groups are describing the same solution; they just use different language to do so.

One respondent from a mid-sized organization captured the necessary shift, saying a solution would benefit them most by "allowing marketers to test innovative digital approaches under controlled compliance." Rather than wanting compliance teams to relax the rules, marketers are simply asking to implement a structure that enables measured experimentation.

Marketers

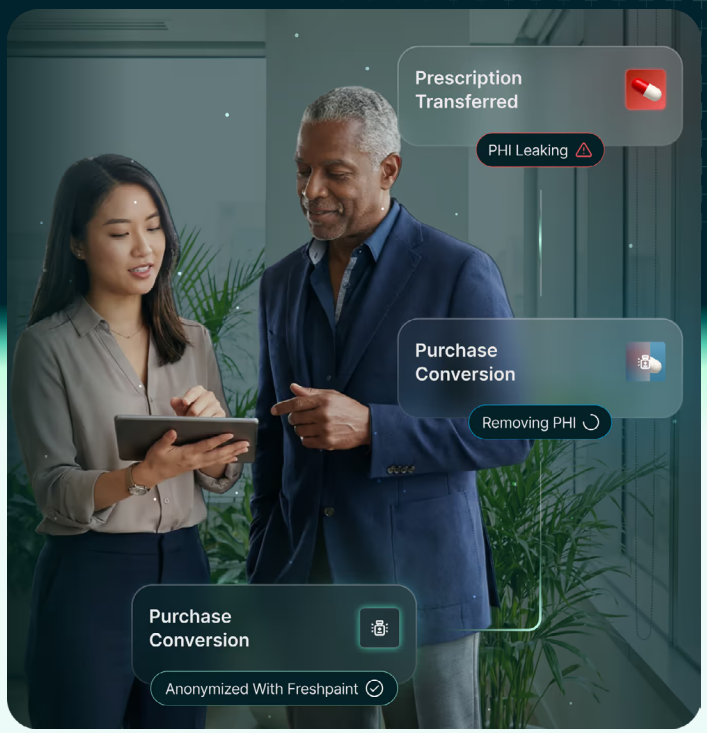
In a perfect world, what would a privacy-safe patient data platform enable for your team?



The Freshpaint Advantage:

Grow DTC and DTP campaigns, protect patient data, and prove performance across the full patient journey.

Freshpaint brings together privacy and performance in a single platform for life sciences organizations. The result is a compliant funnel that restores attribution and the optimization signals you need for growth.



Life sciences organizations that invest in driving privacy-first compliance via Freshpaint will be positioned to connect the full patient journey — from initial engagement through prescription and adherence. They will gain:

- Clearer visibility into marketing actions that drive patient outcomes
- Allocation of budget toward tactics with the greatest impact
- The ability to measure and optimize cross-domain redirects to 3rd-party partner sites for telehealth and online pharmacy fulfillment
- Centralized consented data, with control over how data is shared and activated
- Greater confidence across marketing, compliance, and leadership

How Freshpaint Builds You the Infrastructure for Compliant Growth

DTC and DTP marketing is entering a new phase shaped by expanding regulation, increasing enforcement, and rising expectations for measurable performance. The findings in this report show that many organizations are operating with limited visibility into the patient journey at the moments that matter most — including prescription handoffs, telehealth transitions, and pharmacy fulfillment — while 62% of privacy leaders report only partial visibility into how data flows through marketing systems.

At the same time, organizations are adapting. Teams are rethinking how data is collected, governed, and activated to support both performance and compliance. As pressure grows to prove ROI and operate efficiently, a clear path is emerging: a platform that drives compliance-first performance across life sciences to provide pharma marketers with visibility, compliance, and measurement across the full patient journey.

The following takeaways outline where leaders should focus next to move from fragmented visibility to scalable, compliant growth.

How Freshpaint Unlocks the Full Patient Journey, Compliantly

1. By anchoring performance marketing in real patient outcomes.

Marketing effectiveness is increasingly defined by the ability to connect activity to downstream outcomes such as appointments, prescriptions, and adherence, which is what Freshpaint's Ad Performance feature is built to do. Teams should align reporting and optimization around these signals by capturing and feeding conversion data directly into their measurement and activation systems.

2. By building visibility across the full patient journey.

Connecting signals across awareness, engagement, prescription, and fulfillment enables more precise marketing investment decisions and stronger performance over time. With outcome-based attribution, data syncing between ad platforms and conversion events, and offline conversion tracking, Freshpaint enables marketing teams to integrate the critical data insights — from across marketing platforms, CRM systems, and downstream conversion points — that create a continuous view of the patient journey.

3. By establishing a trusted, governed data foundation.

Operational stakeholders (finance, compliance, IT) rely on data that is accurate and auditable. Marketing leaders will strengthen trust in their reporting and insights by implementing a platform like Freshpaint that enables compliance, maintains clear data auditability, and provides visibility into how data is collected and shared.

4. By embedding compliance directly into data infrastructure.

Audience activation and campaign enhancements are simple, thanks to Freshpaint's compliance and monitoring capabilities that manage consent, apply data minimization, and control downstream data sharing. Define standardized data flows and governance rules within your architecture to support scalable, compliant execution without relying on manual review.

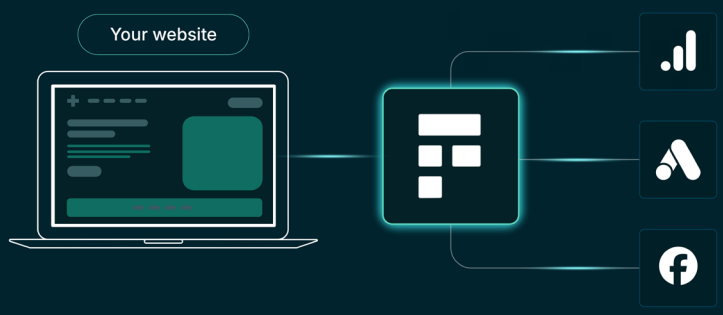
5. By enabling privacy-safe activation across channels.

Performance improves when teams safely activate data across platforms and optimize toward meaningful outcomes.

Freshpaint supports this by sending compliant conversion signals to ad platforms, refining audiences based on high-value behaviors, and continuously improving targeting and spend allocation.

6. By investing in systems that support continuous optimization.

The teams that sustain growth are the ones that act on data quickly and confidently. Freshpaint's unified platform connects your performance data across channels and provides clear insight into the strategies that drive the greatest impact.



Ready to enhance your performance marketing strategies?

Check out how Freshpaint drives better performance with complete, privacy-safe measurement and **book a demo with us** to see the platform in action.

Book Demo

About the Authors

Freshpaint

Freshpaint enables pharmaceutical marketers to run compliant, high-performance digital campaigns across unbranded, branded, and clinical recruitment programs. Built for strict privacy and regulatory environments, Freshpaint uses a safe-by-default architecture to capture and activate health-related digital patient behavior without exposing sensitive health information. Pharma teams gain visibility into downstream outcomes, optimize spend, and protect their strategies from privacy- and compliance-related disruptions.

Freshpaint works with more than 250 healthcare and life sciences organizations to build the privacy foundation needed for high-performance marketing.

To learn more, visit **freshpaint.io** and follow Freshpaint on **LinkedIn.**

DigiPharma INSIGHTS

DigiPharma Insights, the industry research and digital publishing arm of DigiPharma, delivers cutting-edge data and analysis on trends, challenges, and opportunities in the pharmaceutical sector. Through comprehensive research reports, webinars, and thought leadership initiatives, we empower senior-level leaders at pharmaceutical organizations to make informed strategic decisions and stay ahead in the rapidly evolving healthcare landscape.

Our deep industry intelligence not only informs decision makers but also connects innovative solution providers with key decision-makers, fostering a dynamic ecosystem that drives the future of pharma operations in the healthcare space.

For more information, please visit **wbrinsights.com.**