IQVIA

IQVIA Omnichannel Navigator Frequently Asked Questions (FAQ)

Common questions about IQVIA's platform for informing smarter marketing decisions

What is IQVIA Omnichannel Navigator?

IQVIA Omnichannel Navigator is a novel media optimization platform that allows you to make informed decisions about your media spend. With the IQVIA Omnichannel Navigator platform, your team gains access to market leading, privacy-safe data that is presented in a personalized and user-friendly fashion, allowing stakeholders across multiple organizations to make quick investment pivots and maximize ROI.

How does IQVIA Omnichannel Navigator help me pivot my marketing investments?

IQVIA data and marketing data presented in impactful visuals and breakdowns, such as our rolling 4-week view of campaign performance, allow for a more granular view of important metrics such as audience quality and impact. These visuals allow your team to cut through the clutter and identify areas for re-allocating and re-distributing your marketing spend in a way that positively impacts the bottom line.

Who uses IQVIA Omnichannel Navigator?

IQVIA Omnichannel Navigator is used by marketers, C-suite executives, agencies, publishers, and partners in the life sciences industry.

How does IQVIA Omnichannel Navigator fit into my specific workflow?

IQVIA believes that data visualization is not a one-size-fits-all tactic. That's why IQVIA Omnichannel Navigator is built with pre-loaded reports and dashboards tailored to each specific user profile, and has the ability to configure additional custom reports that can be tailored to your specific need.

**What type of data is loaded into IQVIA Omnichannel Navigator?**

IQVIA Omnichannel Navigator gives you access to robust IQVIA data, and any other marketing campaign data is loaded into the platform as well, from paid search to over-the-top (OTT) content metrics.

How is IQVIA Omnichannel Navigator's view of data different than other platform views?

The IQVIA Omnichannel Navigator platform allows for both high-level and granular-level views of your campaign, as well as the ability to pinpoint critical trend breaks and isolate the event that caused it. The granularity-level view is critical for examining the many unique and nuanced elements within campaigns that lead each to perform differently.

In addition to granularity, many of our customers value transparency in regard to data collection and measurement. That is why we built IQVIA Omnichannel Navigator with transparency in mind. We ensure that you and your team have a full understanding of what is being measured each time you review campaign performance. This includes methodologies, sample sizes, match rates, and more.

Contact us at OMInquiries@iqvia.com to learn how IQVIA Omnichannel Navigator can help inform smarter marketing decisions that maximize ROI.
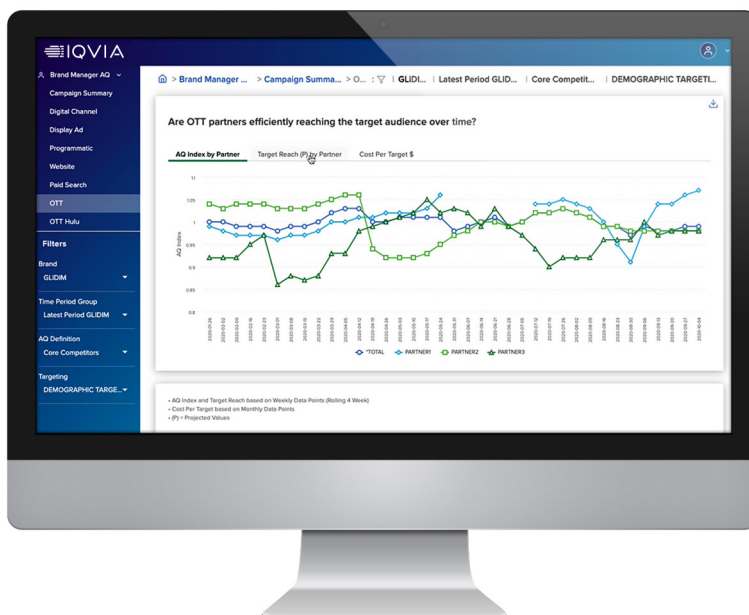
Discover new insights, drive smarter decisions, and unleash new opportunities with the power of **IQVIA Connected Intelligence™**

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