

GoodRx increased fills and drove significant incremental revenue for the brand

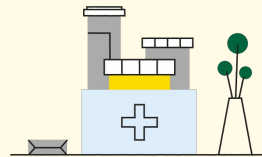


Engaged highly qualified patients at pivotal decision making moments

Client was looking to drive new patient starts, as well as increase retention and adherence in a crowded market with an established, multi-indication brand.

GoodRx drove \$15.1M in incremental revenue for the brand

In a 1:1 Test vs Control study, GoodRx garnered a **286% lift** in new-to-brand prescriptions (NBRx), resulting in **~25K incremental Rx's**.



65% competitive conversion

New patient starts converting from a competitive therapy



37 days sooner

GoodRx patients converted to therapy sooner vs control



9% incremental retention

GoodRx patients were more adherent vs control