

DIGITAL JOURNEY TRACKING

# mCRPC Digital Landscape





# Contents

METHODOLOGY & SAMPLE

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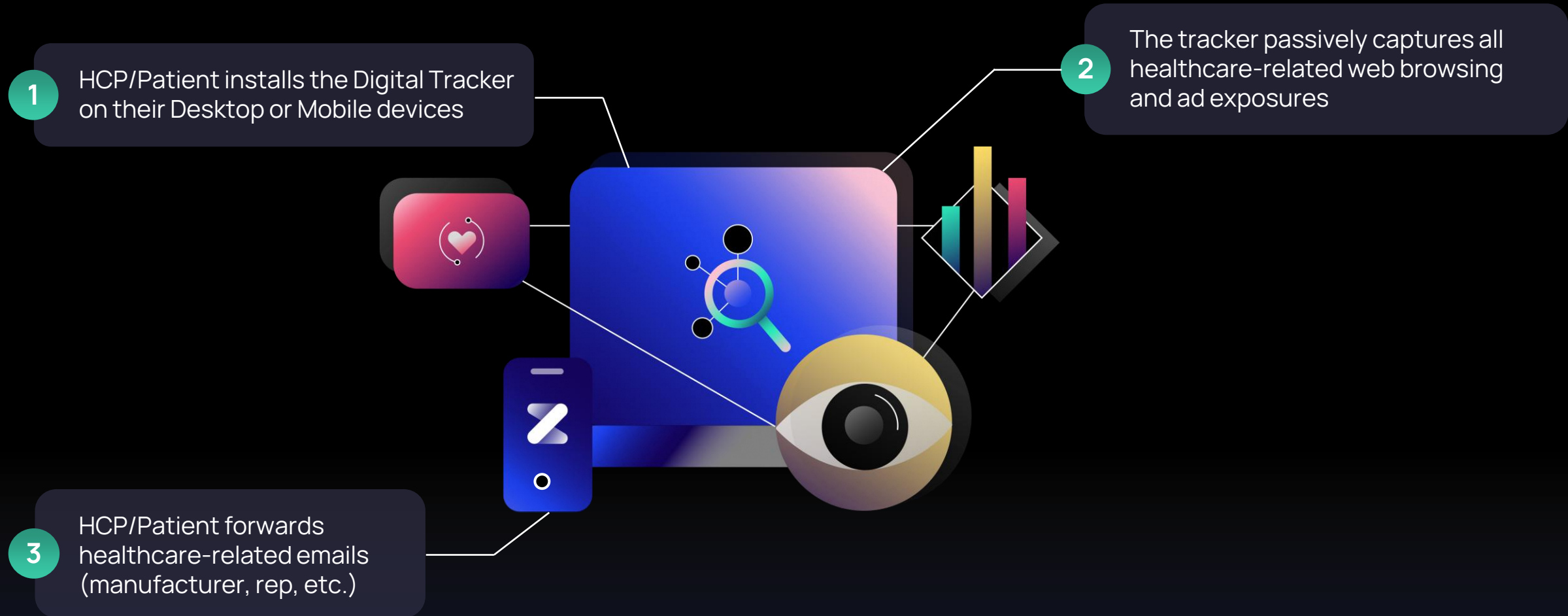
INSIGHTS

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DETAILED FINDINGS

The Digital Journey Tracker provides a foundation for  
*digital strategy & media planning decisions* based on  
target customers' real-time browsing behavior and  
the competitive digital landscape

A custom web extension passively captures target customer's healthcare browsing activity in real time



# Channels Captured

The digital tracker passively captures the content target consumers view for all available treatments in your market basket

## Browsing Across ALL Healthcare/Product Sites



And 5,000+ More...

## Traditional Ad Channels



Paid Search



Banner Ads



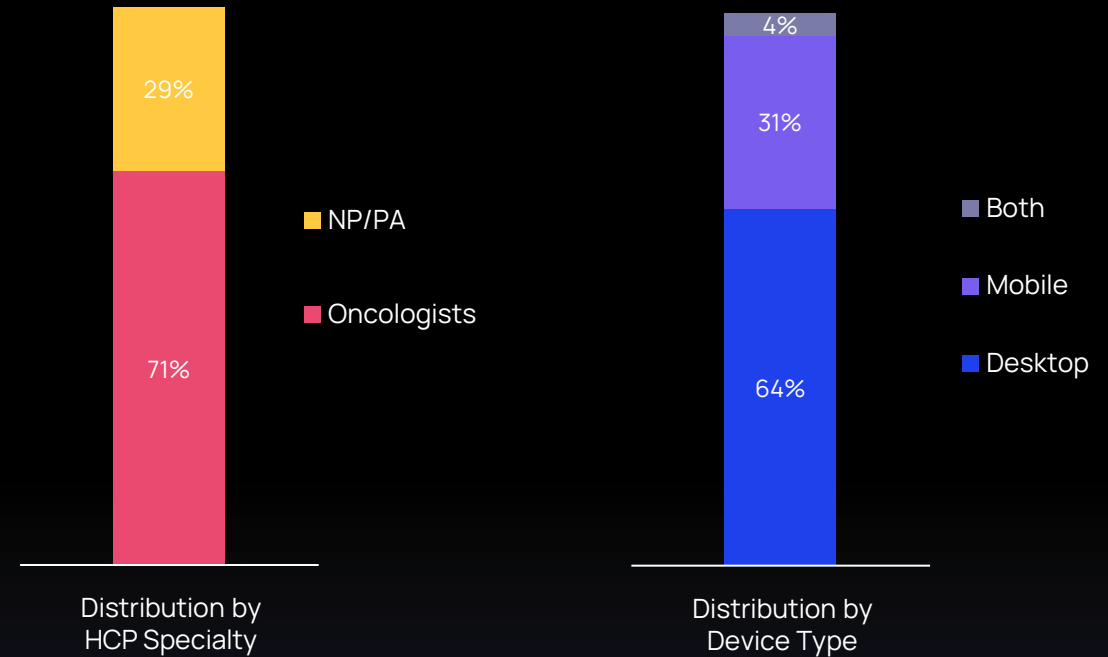
Emails



Digital Tracker Panelists

**140 HCPs**

HCP activity tracked from

**Jan'25** through **Jun'25**Sample Composition by **Specialty and Device Type**



# Contents

METHODOLOGY & SAMPLE

---

INSIGHTS

---

DETAILED FINDINGS

# Key Insights



Beyond Xtandi, Pluvicto, and Lynparza, few treatments attract substantial HCP digital attention



Xtandi garners the most HCP attention, despite having a smaller digital advertising presence than Pluvicto and Lynparza



Pluvicto captures roughly twice as much HCP attention as Lynparza and has expanded its digital presence into Q2, leading in banner ads, email, and paid search



Lynparza trails Pluvicto across digital channels but has maintained a generally stable share of exposures QoQ

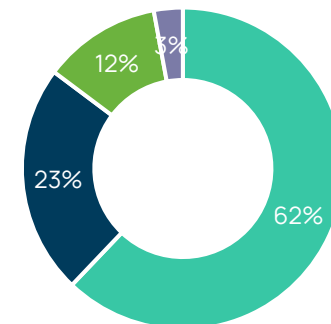
^Other Treatments include Xofigo, Zytiga, Talzena + Xtandi and, Akeega  
\*Values <3% are not shown

## Brand Share of Digital Attention



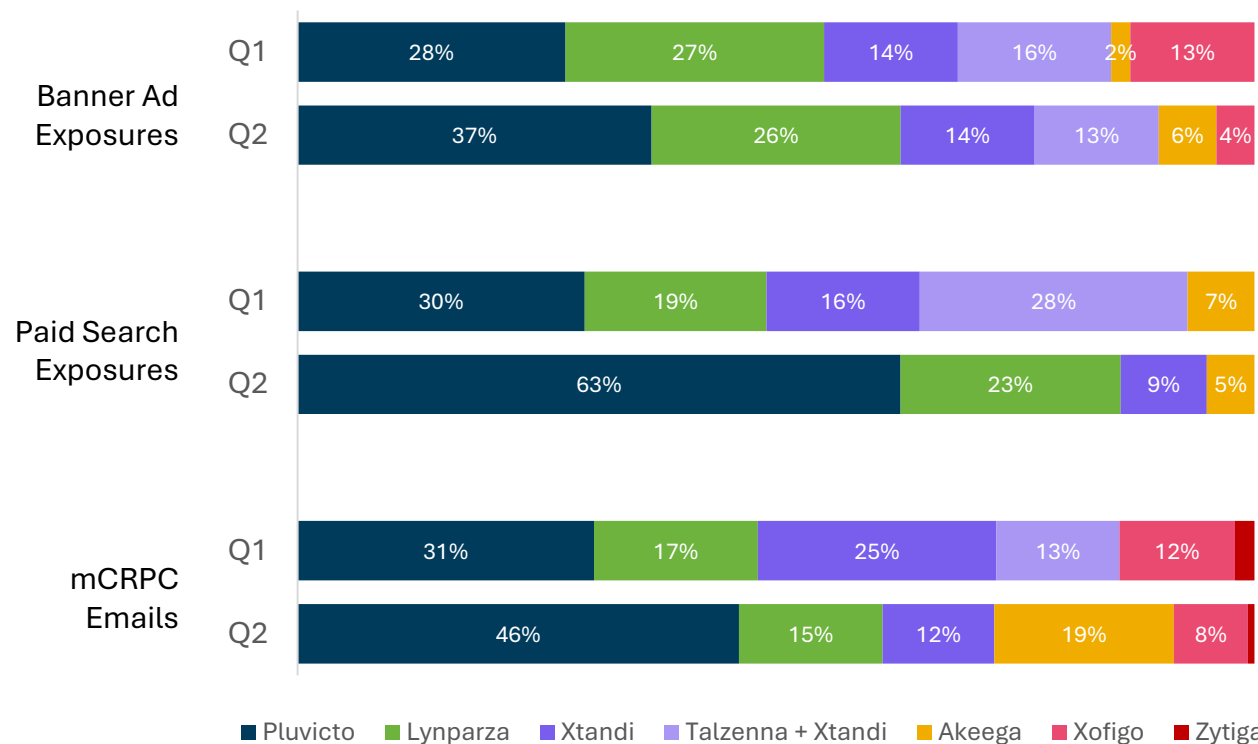
8

Brand % Share of  
mCRPC Related  
Browsing Time



Xtandi  
Pluvicto  
Lynparza  
Other Tx's^

## Brand Share of Exposures\*



Pluvicto Lynparza Xtandi Talzena + Xtandi Akeega Xofigo Zytiga

% Share of Exposures



# Contents

METHODOLOGY & SAMPLE

---

INSIGHTS

---

DETAILED FINDINGS

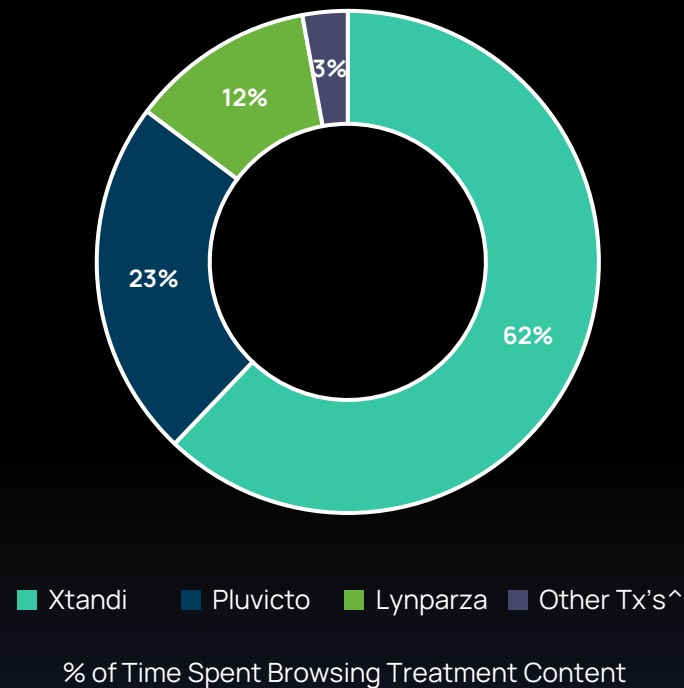
# Xtandi attracts the most HCP attention, driven by the Tx's presence in NCCN PC general guidelines and UpToDate



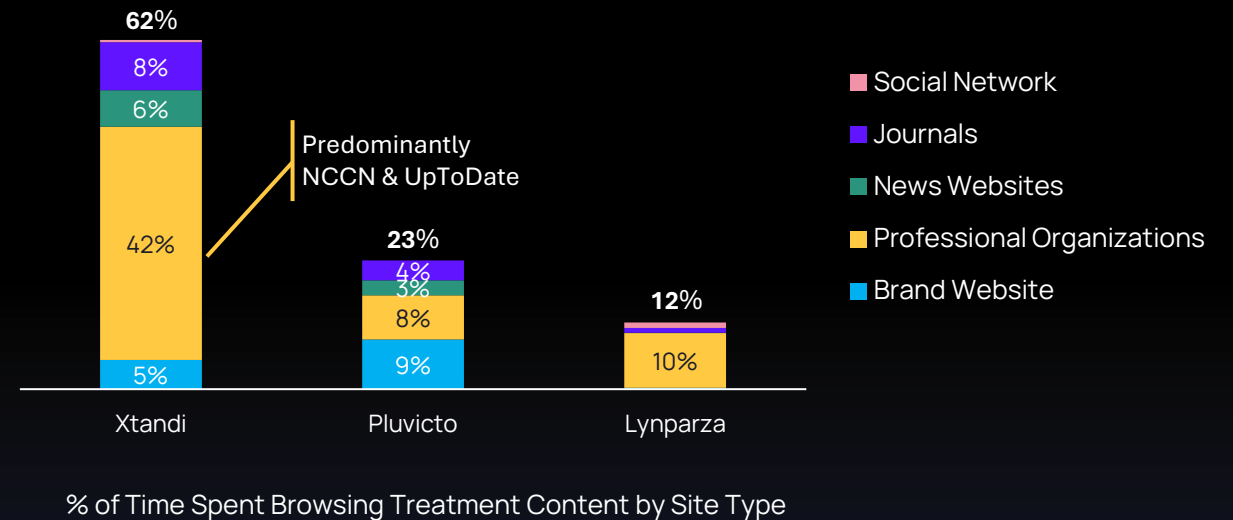
Digital Tracker  
Panelists

mCRPC Brand-Related Content Browsing  
Jan'25 - Jun'25

## Share of Digital Attention\*



## Sources of Attention (Select Brands)\*



^Other Treatments include Xofigo, Zytiga, Talzenna + Xtandi and, Akeega

\*Values < 3% are not shown

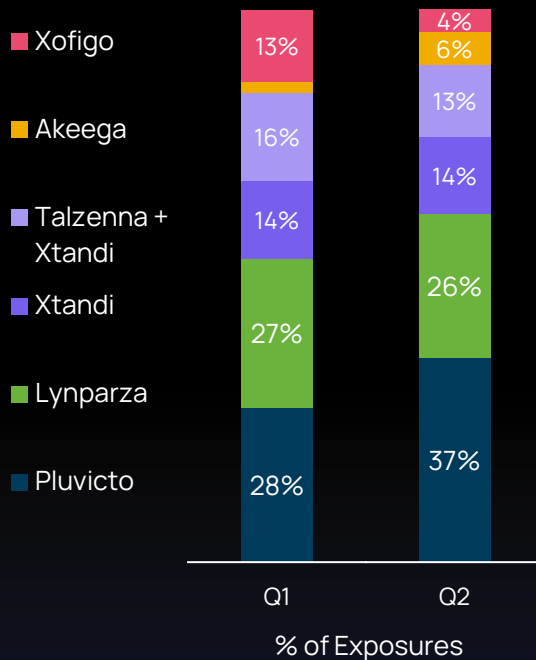
# Pluvicto and Lynparza account for over half of mCRPC ad exposures and reach about twice as many targets as competitors



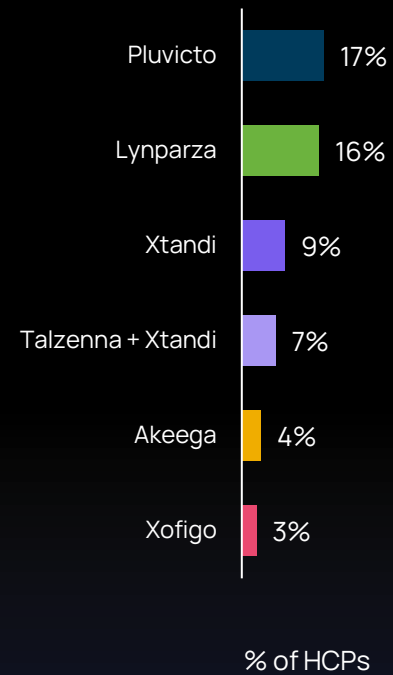
Digital Tracker  
Panelists

Exposures to Display Ads  
Jan'25 - Jun'25

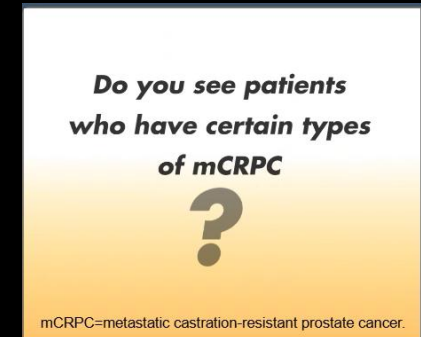
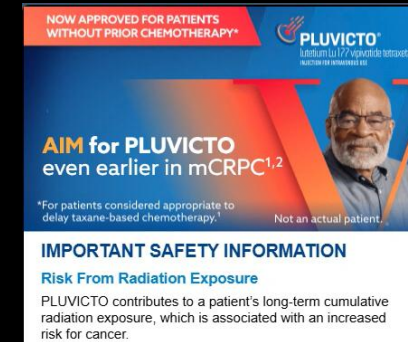
## Share of Ad Exposures



## Campaign Reach



## Sample Display Ads



# Pluvicto has the lion's share of paid search ad exposures in Q2, with nearly 3x the share of Lynparza exposures

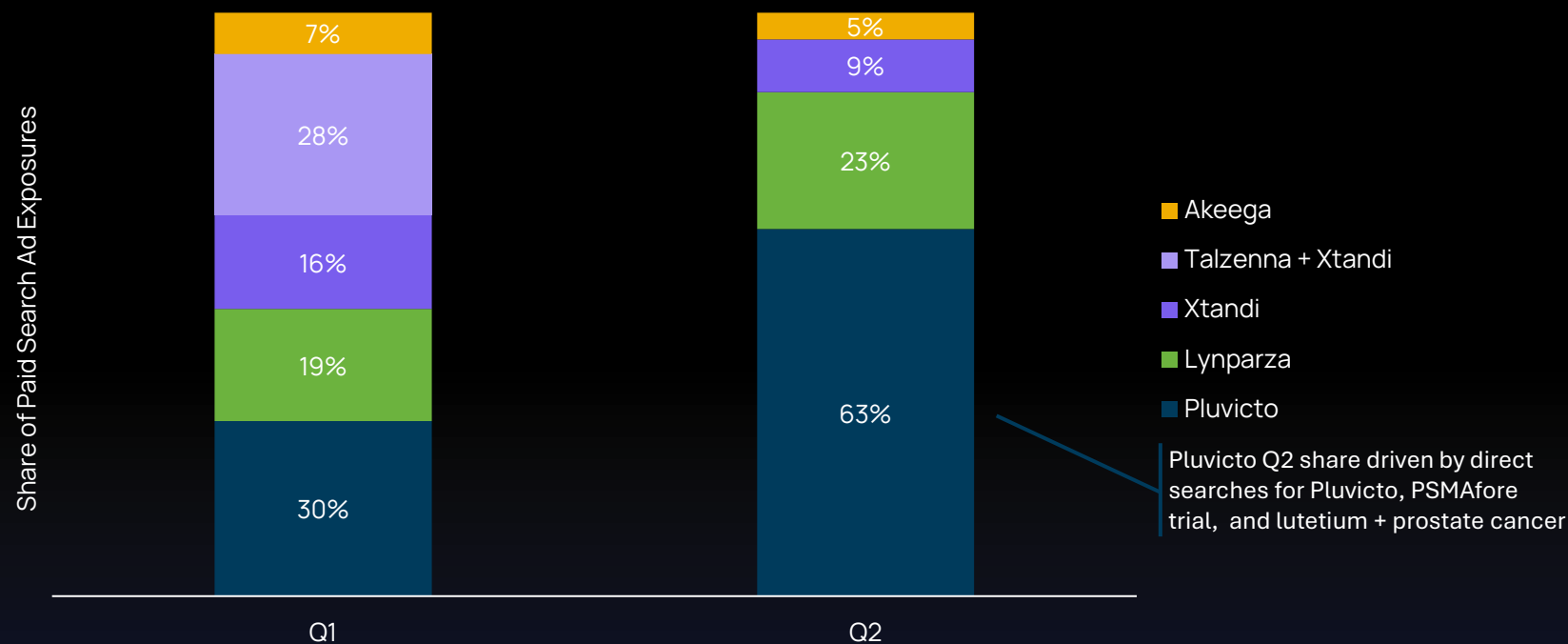


Digital Tracker  
Panelists

Paid Search Ad Exposures

Jan'25 - Jun'25

## Brand Share of Paid Search Exposures



# Pluvicto has expanded its share of inbox QoQ, accounting for ~1/2 of mCRPC emails; Akeega, Lynparza, and Xtandi compete for the remaining share



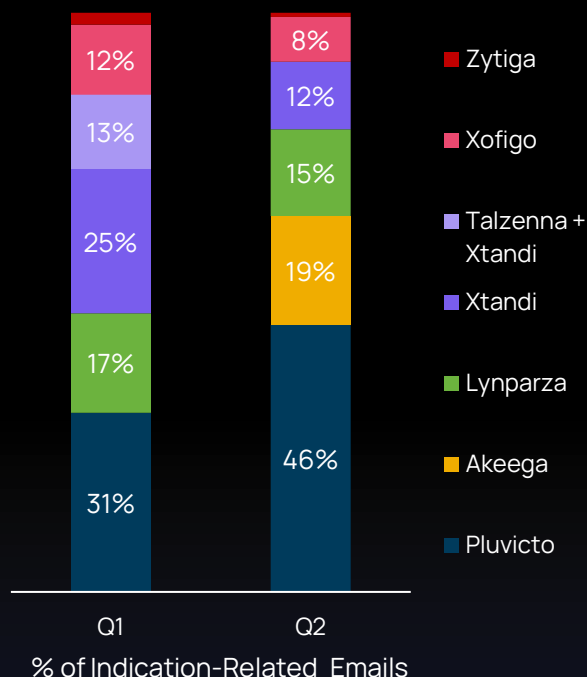
13



Digital Tracker  
Panelists

Emails Received  
Jan'25 - Jun'25

## Share of Emails\*



## Sample Emails

**PLUVICTO\***  
lutetium Lu 177 vipivictide hydrochloride  
INDICATION FOR METASTATIC CRPC

NOW APPROVED FOR PATIENTS  
WITHOUT PRIOR CHEMOTHERAPY\*

Patients with mCRPC need **effective and tolerable treatments earlier**

A majority of patients die within 2 years of an mCRPC diagnosis<sup>1</sup>

More than half of patients with mCRPC will receive **only one life-prolonging therapy**<sup>2</sup>

mCRPC is associated with **fast progression**, which can disrupt patients' lives<sup>2,3</sup>

What if you could provide a different, targeted therapy **earlier**?

**SEE NEW PLUVICTO DATA >**

mCRPC, metastatic castration-resistant prostate cancer.  
\*For patients considered appropriate to delay taxane-based chemotherapy.<sup>4</sup>

**Xtandi**  
(enzalutamide)  
40 mg tablets / 80 mg tablets

**NOW IS THE TIME TO STRIKE EARLY**

**Indications**

XTANDI is indicated for the treatment of patients with:

- castration-resistant prostate cancer (CRPC)
- metastatic castration-sensitive prostate cancer (mCSPC)
- nonmetastatic castration-sensitive prostate cancer (nmCSPC) with biochemical recurrence at high risk for metastasis (high-risk BCR)

The Warnings and Precautions for XTANDI include Seizure, Posterior Reversible Encephalopathy Syndrome (PRES), Hypersensitivity, Ischemic Heart Disease, Falls and Fractures, Embryo-Fetal Toxicity, and Severe Dysphagia or Choking Related to Product Size.<sup>1</sup> Additional information about these Warnings and Precautions and Important Safety Information can be found below.

Please see [Full Prescribing Information](#).

**XTANDI IS THE FIRST AND ONLY ARi APPROVED FOR PATIENTS WITH nmCSPC WITH HIGH-RISK BCR<sup>1</sup>**

\*Values < 3% not shown



# Get in touch

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