

As Pharma Ad Spend Shifts to Digital, Healthcare Marketers Are Betting on Physician Data

As physician access tightens and marketing budgets shift to digital, data quality and channel fragmentation are quietly draining healthcare campaign ROI

DOVER, DE, UNITED STATES, August 10, 2026 /EINPresswire.com/ -- Healthcare and pharma marketers in the US are set to spend \$26.15 billion on healthcare and pharma digital advertising in 2026, up 5.6% year over year according to eMarketer, and 2025 marked the first year social media outspent linear TV in the category. Budgets are moving quickly toward digital — but the harder question for healthcare marketers is whether those dollars are actually reaching physicians.



Infotanks delivers end-to-end revenue acceleration through Data Service, AI SEO, Lead Generation, and Recruitment, powering AI-driven growth, data-backed decisions, quality pipelines, and top talent at scale.

Reaching doctors has grown steadily harder.

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The real cost of bad data isn't the bounce, it's the physician, a competitor reached while your email went nowhere. In healthcare, missed inboxes are missed prescribers.”

Harsh Nigam, Digital Strategist

In-person access has tightened across the industry in recent years, pushing marketers toward channels they can scale and control. Email remains one of the few physician touchpoints a brand fully owns rather than rents — but its value depends entirely on the accuracy of the data behind it.

That is where many campaigns quietly break down. Industry benchmarks put B2B email list decay at roughly 22.5% per year, and physician data decays faster than most because doctors change hospitals, complete residencies, and move between systems every July. A

record budget aimed at stale records reaches fewer physicians every month, no matter how strong the creative or the offer.

The deeper problem is fragmentation. Healthcare marketers often buy data from one vendor, run email through another, and manage search and content somewhere else, treating each channel as a separate project. The result is inconsistent targeting, wasted spend, and campaigns that never compound. What teams increasingly need is not another point solution, but a connected approach that keeps data, outreach, and visibility working together.

That is the gap [IInfotanks](#) is built to close. The AI-powered B2B data and marketing company, founded in 2016 and serving 1,000-plus clients, pairs a verified [physician email list](#) of more than 1.5 million contacts worldwide — including 900,000-plus in the US, cross-checked against the National Provider Identifier (NPI) registry in the CMS NPPES database, with 95% deliverability — with full-funnel execution across email campaigns, product marketing, SEO, and AI SEO. Rather than selling a list and stepping away, the company runs the surrounding marketing engine that turns accurate data into physician engagement.

“Selling data is the easy part. The hard part is everything that has to work around it,” said Harjot Singh Isser, Founder and CEO of IInfotanks. “A verified physician database only pays off when the email, the content, the search visibility, and the targeting all move together. We built IInfotanks so healthcare marketers can run the whole approach in one place instead of stitching together five vendors and hoping they align.”

Beyond its healthcare email list portfolio spanning specialties from cardiology and oncology to surgery and general practice, IInfotanks supports clients with email marketing, product marketing, search engine optimization, AI-driven search visibility, lead generation, and full-funnel campaign execution — a single approach designed to help healthcare brands reach the right physicians and keep reaching them.

About IInfotanks

IInfotanks is an AI-powered global B2B data and digital marketing company founded in 2016, serving 1,000+ clients across healthcare, technology, and enterprise sectors. The company provides verified contact databases, email and product marketing, SEO and AI visibility services, lead generation, and full-funnel campaign execution. Learn more at iinfotanks.com.

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