



Case Study Corner

Pharma Category

Brand success stories highlighted through
real-world multiscreen TV case studies

17 Pharma category 'real world' case studies showcasing how multiscreen TV drives business outcomes across the funnel



Upper Funnel Outcomes Awareness

Multiscreen TV campaigns that **expand reach** and drive **brand recall** against a brand's best customer prospects*

Sampling of 'awareness-based' outcomes that can be measured:

- ▶ Reach / Reach Extension / Incremental Reach
- ▶ Ad / Brand Recall
- ▶ Cost Efficiencies (Reach / Targeted IMPs)



Mid-to-Lower Funnel Outcomes Action

Multiscreen TV campaigns that *increase the likelihood* the intended audience will be **motivated to act***

Sampling of 'action-based' outcomes that can be measured:

- ▶ Conversion Rates (website traffic, app downloads, prescription lifts, subscription sign-ups, tune-in, foot traffic)
- ▶ Sales / Revenues
- ▶ Optimizations / ROI
- ▶ Cost Efficiencies (Conversions)



Full-Funnel Outcomes Awareness + Action

Multiscreen TV campaigns that **expand reach** and drive **brand recall** while also increasing the likelihood that the intended audience will be **motivated to act***

Sampling of full-funnel outcomes:

- ▶ Reach → Brand Recall → Conversion Rates → Sales → Optimizations → Cost Efficiencies

*based on campaign KPIs

Upper Funnel Case Studies



How Multiscreen TV drives Awareness

Awareness

Multiscreen TV campaigns **expand reach** and drive **brand recall** against a brand's best customer prospects

Sampling of 'awareness-based' outcomes that can be measured:

- ▶ Reach / Reach Extension / Incremental Reach
- ▶ Ad / Brand Recall
- ▶ Cost Efficiencies (Reach / Targeted IMPs)



A dermatology drug brand used machine learning optimizations to **grow verified patient reach** and **improve cost efficiencies**

Challenge

▶ A specialty dermatology drug brand wanted to raise awareness by growing verified patient reach while quantifying the efficacy and efficiency of Connected TV (CTV) and online video (OLV) to inform ongoing media mix strategies

Solution

▶ Targeted patient modeled audiences across CTV and OLV, and used DeepIntent Outcomes™ optimizations to increase verified patient reach while reducing cost-per-verified-patient (CPVP)

Target Segment

▶ Cord cutters with a high likelihood to suffer from a specified skin condition

Results

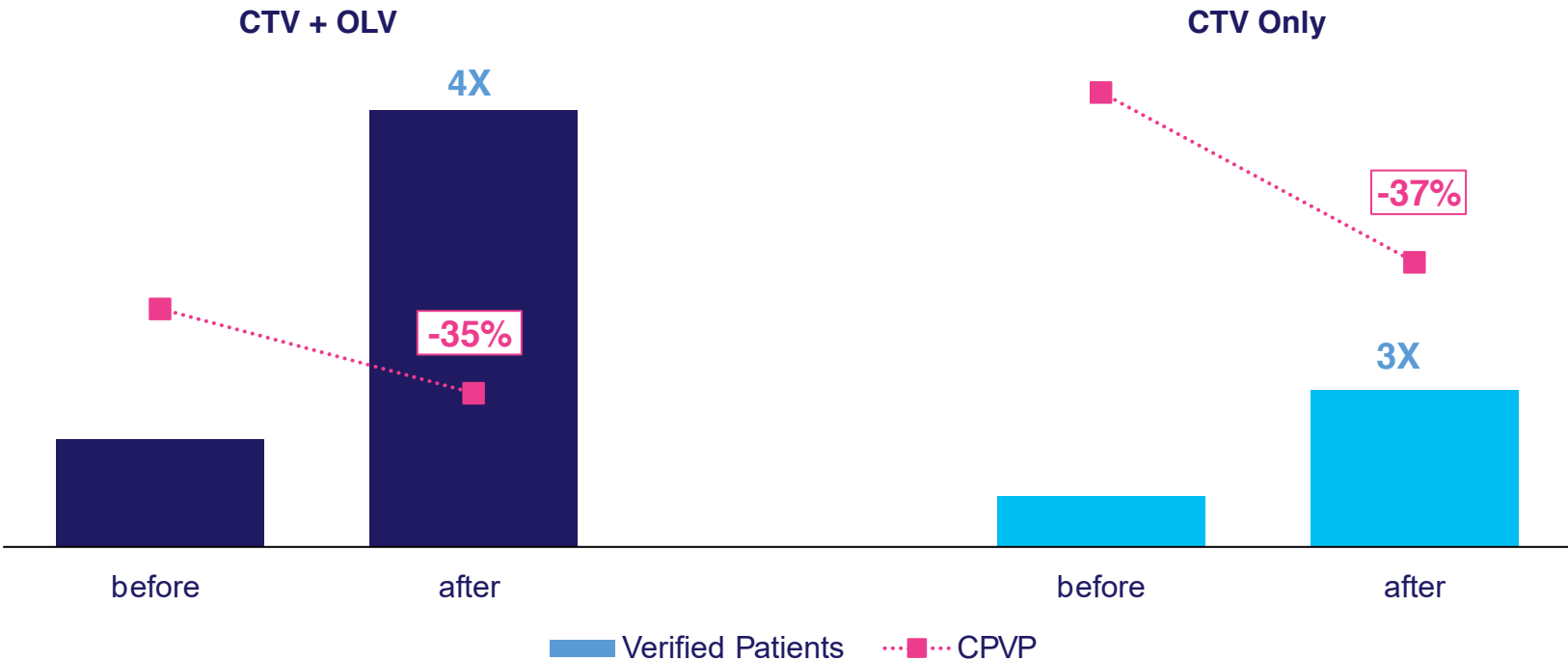
- ▶ Combined CTV and OLV campaigns achieved **4X** reach among verified patients while reducing CPVP **-35%**
- ▶ CTV-only campaign delivered **3X** verified patient reach and reduced CPVP **-37%**

Company / Platform / Media Type

▶ DeepIntent Outcomes™ / Streaming + Multiscreen (non-linear) / Connected TV (CTV), Online Video (OLV)

Cumulative Campaign Performance

Before & after algorithmic optimizations



Source: DeepIntent, Case study: *DeepIntent Outcomes™ In-Flight Optimizations Grow Verified Patient Reach for Specialty Dermatology Drug*. Campaign time period: February 2021 – May 2021.





A pharmacy drug brand utilized machine learning optimizations to **grow verified patient reach** and **maximize cost efficiencies**

Challenge

- ▶ A specialty pharmacy drug used to treat moderate-to-severe plaque psoriasis wanted to raise awareness by accelerating verified patient reach while maximizing efficiencies

Solution

- ▶ Targeted patient modeled audiences across Connected TV (CTV), online video (OLV), and display media using DeepIntent's **healthcare-specialized DSP and CTV Marketplace**
- ▶ Performance was optimized using DeepIntent Outcomes™ **machine learning algorithms** that automatically adjust campaign parameters in-flight to maximize outcomes

Target Segment

- ▶ Individuals with a high likelihood to have a specified diagnosis and have also been prescribed the brand or specified competitive brands

Results

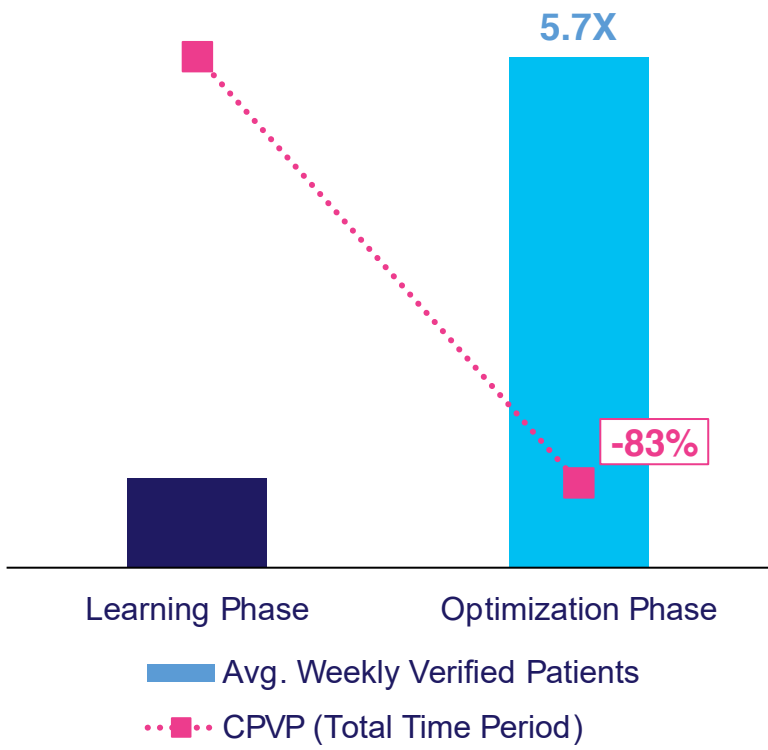
- ▶ Machine learning optimizations delivered **5.7X** average weekly verified patient reach while reducing cost-per-verified-patient (CPVP) **-83%**

Company / Platform / Media Type

- ▶ DeepIntent Outcomes™ / Streaming + Multiscreen (non-linear) / Connected TV (CTV), Online Video (OLV), Display media

Total Campaign Performance

Impact of machine learning optimizations

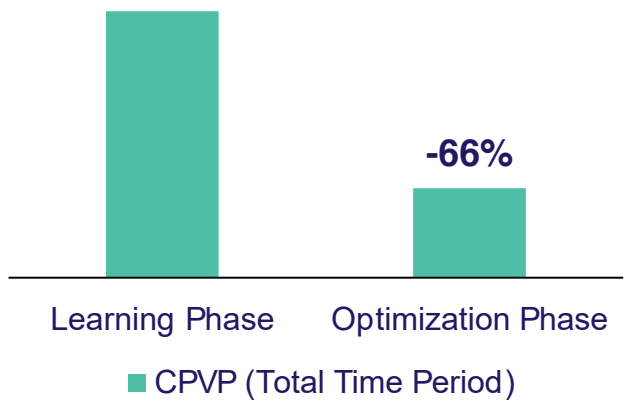


Algorithms auto-optimize all campaign parameters in-flight, including inventory



Partner Spotlight

Impact of optimizations on CPVP



Source: DeepIntent, Case study: *DeepIntent Outcomes™ Machine Learning Optimizations Maximize Verified Patient Reach and Efficiency for Plaque Psoriasis Drug*. Campaign time period: December 2020 – June 2021. 'CPVP' = cost-per-verified-patient.





DIRECTV's Pause Ad strategy during the Masters Tournament secured 100% SOV, keeping the pharma brand top of mind

Challenge

▶ DIRECTV took an innovative approach to get a pharma brand awareness and exposure around the Masters Tournament despite national sellout

Solution

▶ 100% Pause Ad SOV across DIRECTV & DIRECTV STREAM during Friday and Sunday of the Masters Tournament

Results

- ▶ By taking over the TV screen with DIRECTV Advertising's Pause Ad opportunity, the brand had 100% SOV during any pause event, including during The Masters
- ▶ This high impact ad unit helped the brand stay top of mind for viewers, reaching consumers for over 3 minutes on average

Company / Platform

▶ DIRECTV / Linear TV / Streaming



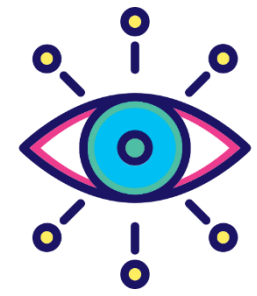
3:18

Average Time Spent Pause Duration



2M

Unique Devices Reached



7M

Average Impressions Delivered per day

Source: DIRECTV Advertising, Case study: *Innovative Ad Formats: Pharma Pause Ads case study. 2Q'23.*



A pharma brand utilized a convergent TV strategy to deliver **incremental reach** and **improve audience quality**

Challenge

▶ DeepIntent's client utilized connected TV atop linear TV to effectively and efficiently reach a precise, clinically-relevant audience segment

Solution

- ▶ DeepIntent conducted an analysis to compare the performance of connected TV (CTV) and linear TV
- ▶ The study leveraged recent campaign data, ACR (automatic content recognition) data, and *DeepIntent Outcomes™* to measure CTV's ability to:
 - ▶ Reach clinically-relevant patient audiences
 - ▶ Provide qualified, incremental reach atop linear TV

Target Segment

▶ Clinically-relevant patient audiences for the brand

Results

▶ CTV proved to be effective at reaching clinically-relevant audiences, and delivered up to **30%*** incremental reach to qualified patient audiences

Company / Platform

▶ DeepIntent / DeepIntent Outcomes™, Connected TV (CTV)

Campaign Results



+82%

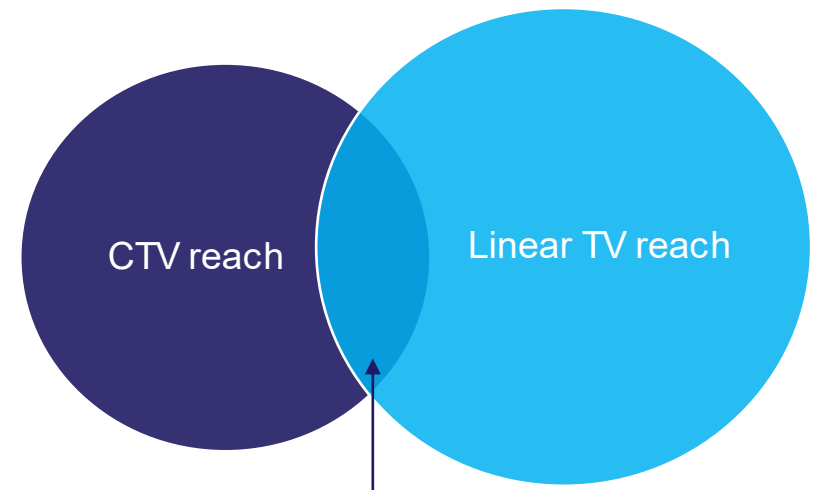
higher on-target reach



+50%

higher audience quality

CTV delivered up to **30%*** incremental reach to qualified patient audiences



overlapping reach

Source: DeepIntent, Case study: *CTV's Pharmaceutical Marketers case study*. Campaign time period: 7/1/2021 -9/30/2021.
*Varies by condition.



A pharma & health care company leveraged Upwave's Brand Optimization capability to **drive lift** across both TV and digital

Challenge

▶ A leading pharmaceutical and health care company wanted to measure reach among both broad and niche audiences utilizing targeting criteria beyond age and gender

Audience Measurement Innovation

▶ The brand utilized Upwave's **Analytics Platform for Brand Advertising**, which enabled them to optimize and reallocate across channels and monitor reach, frequency and penetration rate within their specific target audience

Target Segment

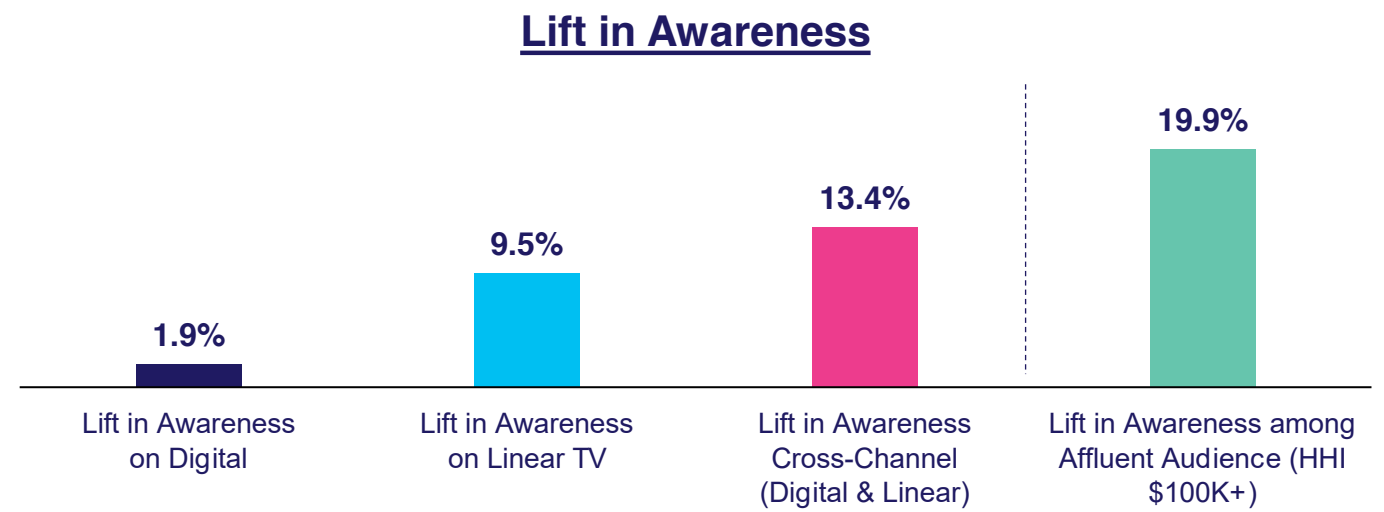
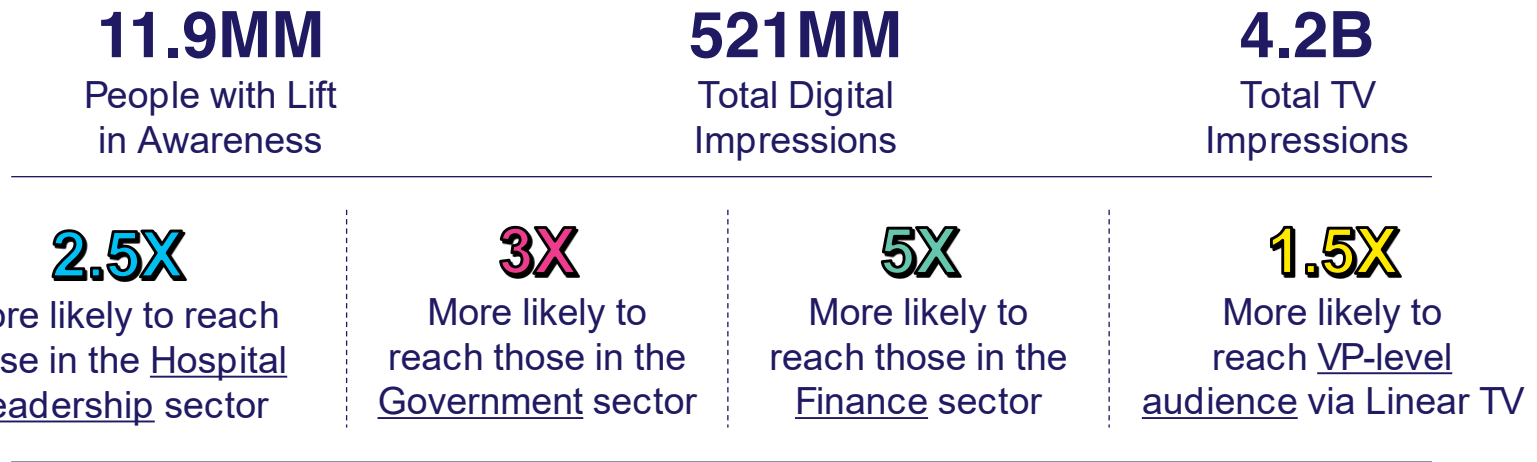
- ▶ HHI \$100K+
- ▶ High-Level Job Title / Industry in Healthcare, Finance, Government

Learnings

- ▶ Upwave's Brand Optimization capability revealed that Digital alone was not as effective, running both TV and Digital together helped drive lift
- ▶ Campaign lifted awareness among **11.9MM** people, with the highest lift seen among affluent audiences

Company / Viewing Source / Media Type

▶ Upwave / ACR, Event Tags / Linear TV, Digital (Display, Mobile, Desktop)



Source: Upwave. Campaign time period: May – December 2021. Comparisons based against a representative control group.





Healthcare company raised awareness of new medication by engaging qualified physicians in CTV

Challenge

- ▶ Increase market share for a prescription migraine medication by raising awareness amongst physicians who prescribe competitive drugs

Solution

- ▶ DeepIntent® matched the brand's NPI (National Provider Identifier) list with their HCP universe to identify and target on a 1:1 basis on smart TVs, gaming consoles and streaming devices including Roku, Samsung and Apple TV

Target Segment

- ▶ Highly Qualified Healthcare Professionals (HCP)
 - ▶ 75%+ of the 1.6MM HCP universe is addressable by DeepIntent's platform daily

Results

- ▶ A high-quality database mixed with 1st party data, fueled by constant optimization resulted in an on-target reach of over 60%

Company / Platform

- ▶ DeepIntent® / DeepIntent Healthcare DSP / CTV



62%

*on-target reach;
exceeding the brand's
expectations*



99%+

*exposed HCPs matched to
NPI for physician-level
measurement and reporting*

Source: DeepIntent, Case study: CTV's Pharmaceutical Marketers case study. *Varies by condition.





A pharma & health care company leveraged Upwave's Brand Optimization capability to **drive lift** across both TV and digital

Challenge

- A leading pharmaceutical & health care company invested in an 8-month Digital (Display, Mobile and Desktop) and TV campaign, measuring and optimizing their brand spend. Increasing Brand KPIs, specifically brand awareness and brand reputation, with an end-goal of becoming a household name and measuring overall and on-target reach.

Measurement Solution

- Upwave's analytics solution is powered by exposed/control respondent data and includes reach capabilities that allow brands to measure against a broad, national audience, but also niche demographics, beyond age and gender.

Target Segment

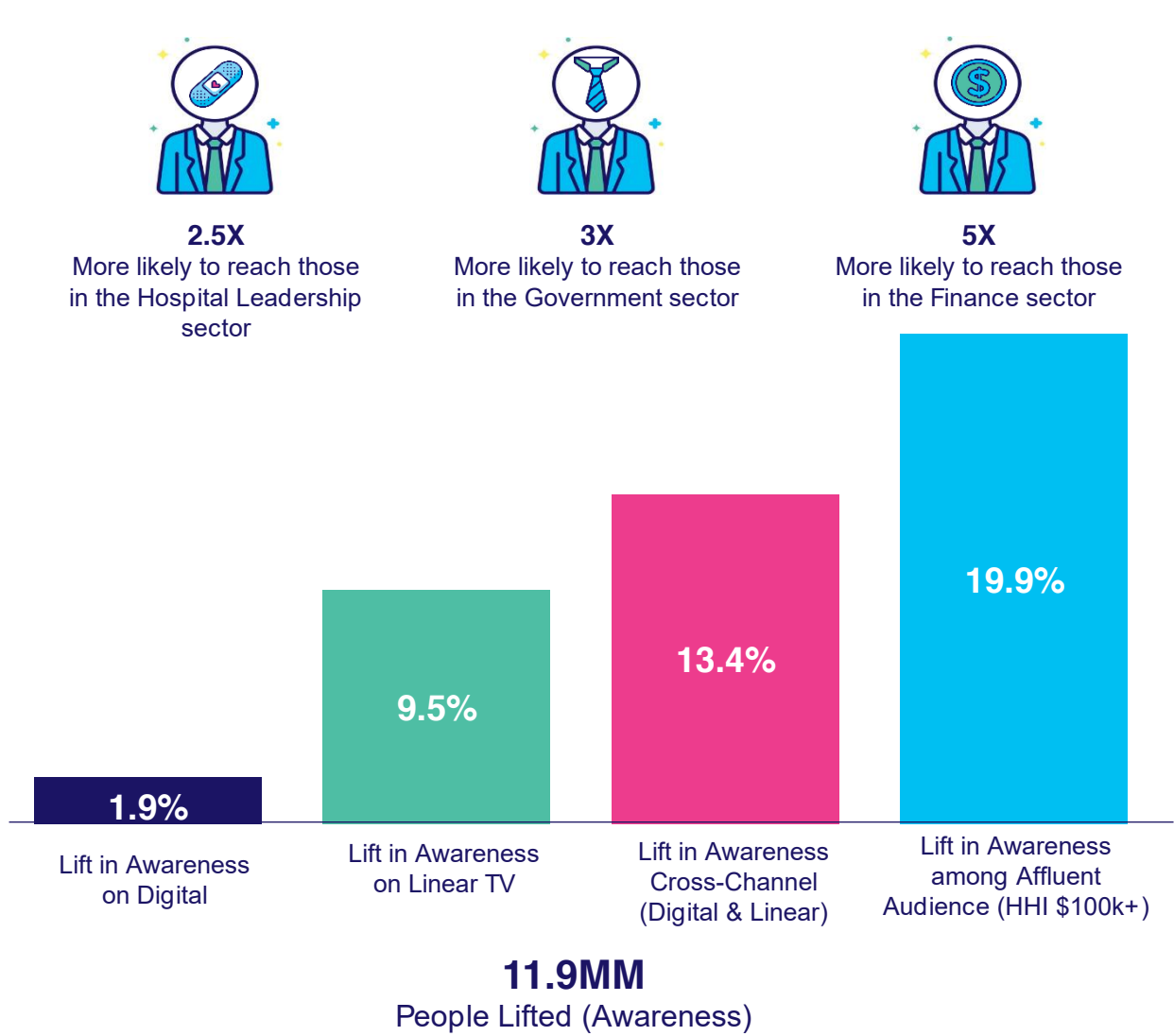
- Broad National Audience
- HHI \$100k+, High-Level Job Title/Industry in Healthcare, Finance, Government.

Learnings

- Messaging on TV took time to gain momentum and the brand should utilize programmatic to hyper-target better performing audiences on TV.
- The ability to refine their messaging throughout the campaign - optimizing creatives based on *Outperformance* indicators among the target audiences—led to spikes in key KPIs in the final month of the campaign.
- In general, the campaign drove higher lift (comparing Control vs. Exposed) across all Brand Outcomes KPIs over time, based on the utilization of Brand Optimization and Brand Reach tools.

Viewing Source / Media Type

- Linear TV, Streaming (CTV, OTT) and Digital Platforms (Display, Mobile and Desktop)



2.5X
More likely to reach those in the Hospital Leadership sector

3X
More likely to reach those in the Government sector

5X
More likely to reach those in the Finance sector

1.5X
More likely to reach VP-level audience via Linear TV

521MM
Total Digital Impressions

4.2B
Total TV Impressions

Source: Upwave. Comparisons based against a representative control group.





Swoop’s custom DTC audience facilitated **improved reach** and **conversion** for a leading Pharma brand

Challenge

- ▶ A top pharmaceutical brand wanted to make patients aware of the benefits to its drug portfolio for the treatment of a sensitive, low-population mental health condition

Solution

- ▶ Swoop leveraged its real-world data base to create a precision privacy-safe segment of those likely to be living with the target mental health condition and their caregivers, for increased efficiency and impact on CTV.

Target Segment

- ▶ Swoop’s custom DTC audiences

Results

- ▶ **16.9** targeting multiple
- ▶ Results outperformed the industry benchmark by **12X**
- ▶ **~20%** of the exposed ideal patients scheduled a visit with their healthcare provider within 3 months of the campaign, as measured by a third-party

Company / Platform

- ▶ Swoop / CTV



16.9

Targeting multiple



12X

outperformed industry benchmark



~20%

of the exposed ideal patients scheduled a visit with their healthcare provider within 3 months of the campaign

Source: Crossix & Swoop, Case Study. All Swoop audiences are privacy-safe by design. Swoop never uses health data to build segments, ensuring 100% compliance with the most stringent federal and state policies, including HIPAA and My Health My Data.





IQVIA facilitated a women's health brand to increase their overall ad performance

Challenge

- ▶ A top pharmaceutical brand wanted to make patients aware of the benefits to its drug portfolio for the treatment of a sensitive, low-population mental health condition

Solution

- ▶ Swoop leveraged its real-world data base to create a precision privacy-safe segment of those likely to be living with the target mental health condition and their caregivers, for increased efficiency and impact on CTV.

Target Segment

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Mid-To-Lower Funnel Case Studies



How Multiscreen TV drives Action

Action

Multiscreen TV campaigns *increase the likelihood* that the intended audience will be **motivated to act** (e.g., make a purchase, download an app, prescription lifts, sign-up for a subscription, make a booking, etc.)

Sampling of 'action-based' outcomes that can be measured:

- ▶ Conversion Rates (website traffic, app downloads, subscription sign-ups, tune-in, foot traffic)
- ▶ Sales / Revenues
- ▶ Optimizations / ROI
- ▶ Cost Efficiencies (Conversions)

NY Interconnect successfully drove patient conversion for a prescription drug through addressable TV

Challenge

- NY Interconnect sought to drive patient conversion for a prescription drug

Solution

- Utilizing addressable TV, two different creatives were shown to target households, according to audience segments chosen by client

Results

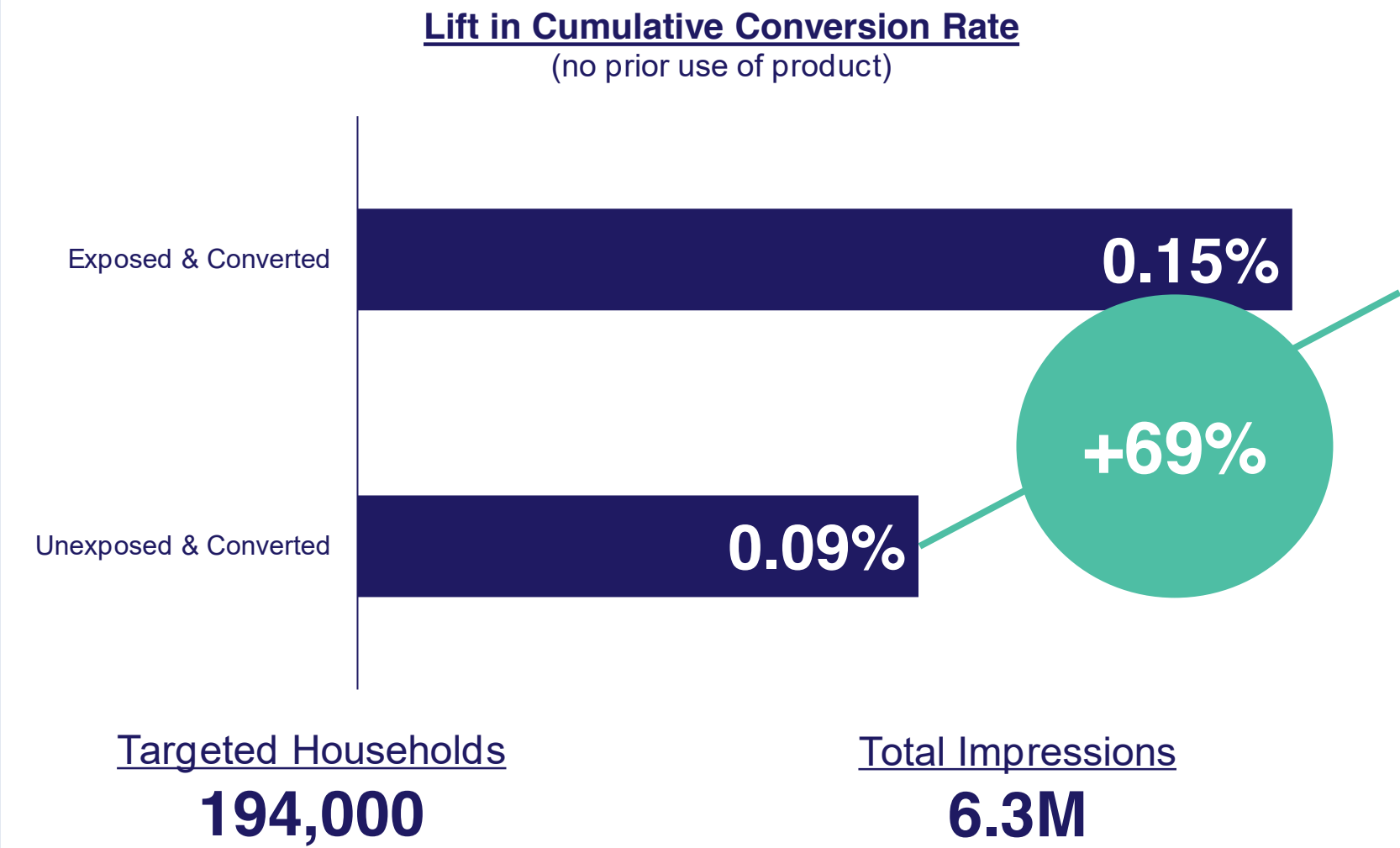
- Symptomatic, OTC treaters
- Diagnosed with specific condition
- Competitive Rx

Results

- Total incremental revenue: \$226K
- Exposed patients with no prior use of the drug demonstrated a 69% lift vs. the unexposed group
- Conversion of 275 patients

Company / Platform

- NY Interconnect / Addressable TV



Source: NY Interconnect, Case study: *Targeting is the Best Medicine* case study.





A pharma brand partnered with DIRECTV to drive visits and sales among new patients

Challenge

- ▶ A pharmaceutical brand wanted to drive doctor visits and incremental prescriptions

Solution

- ▶ 13-week addressable campaign and conversion measurement

Target Segment

- ▶ Patients who had no prior use of the Rx

Results

- ▶ In a safe and privacy compliant way, the addressable campaign successfully reached those with the specific condition and drove doctor visits, especially in patients new to being treated and new to the specific brand

Company / Platform

- ▶ Third-party data provider, Linear TV



+24%

**Brand
Conversion Lift**

'New to brand'
(target vs. control)



+54%

**HCP Visitation
Lift**

'New to category'
(target vs. control)



+51%

**HCP Visitation
Lift**

'New to brand'
(target vs. control)

Source: DIRECTV Advertising, Case study: *Addressable Prescription Pharma*. Campaign time period: Q1 '23.



DIRECTV's targeted addressable TV campaign successfully increased prescriptions and doctor's visits for a pharma brand

Challenge

- ▶ DIRECTV aimed to drive incremental prescriptions & doctor's visits for a prescription pharma brand

Solution

- ▶ 9-week addressable TV media campaigns were utilized, along with conversion analysis

Target Segment

- ▶ Those likely diagnosed with a specific respiratory condition
- ▶ HHs exposed to competing brands' TV ads in previous months

Results

- ▶ Ensuring safety and privacy, the addressable campaign identified and reached the brand's target audience
- ▶ The campaign helped drive incremental new patient starts for the brand and was 1.5x more effective in targeting people with the specific condition than seen in the general pharmacy-going population.

Company / Platform

- ▶ DIRECTV viewership data / third-party data provider / Linear TV



+179%

Brand Conversion Lift

'New to brand'
(target vs. control)



+35%

Category Conversion Lift

'New to category'
(target vs. control)



+24%

Allergist Visitation Lift

(target vs. control)

Source: DIRECTV Advertising, Case study: *Addressable Precision Targeting: Prescription Pharma case study*. Campaign time period: 2Q-3Q'22.



Category:

Pharma
(Neurological Movement Disorder)



A Pharma brand partnered with Swoop to reach ideal HCP audiences - resulting in **new prescriptions** and **incremental patient lifetime value**

Challenge

- ▶ Increase brand awareness among healthcare professionals (HCPs) treating tardive dyskinesia – particularly those writing competitive treatments and practicing in low-access priority office locations

Solution

- ▶ Swoop created a segment of HCPs who were diagnosing the target indication at high rates, allowing the brand to activate them with :60 promotion at the household level through CTV platforms.

Target Segment

- ▶ Hard-to-reach healthcare professionals treating neurological movement disorders

Results

- ▶ The campaign achieved a **10% script lift**, increasing prescription activity among targeted HCPs
- ▶ Within five months, the campaign generated **130** new-to-brand starts
- ▶ **\$900k** in incremental lifetime value was achieved from new prescriptions
- ▶ The campaign delivered **12:1** ROI

Company / Platform

- ▶ Swoop / CTV



10%

Script Lift



130

New-to-brand starts in 5 months



\$900k

Incremental lifetime value



12:1

ROI

Source: Symphony & Swoop, Case study: Neurological Movement Disorder. All Swoop audiences are privacy-safe by design. Swoop never uses health data to build segments, ensuring 100% compliance with the most stringent federal and state policies, including HPA and My Health My Data.





IQVIA helps drive **engagement** and **outcomes** with incremental new patients for a healthcare brand

Challenge

- ▶ Assess promotional impact of 2024 Linear TV buy in time to inform upfront buys for 2025.

Solution

- ▶ IQVIA Digital's Linear TV platform provided comprehensive and timely updates on TV audience validity and promotional impact. Data updated through mid-year highlighted individual network performance and allowed for focus on those showing profitable acquisition.

Target Segment

- ▶ Psoriasis Patients (de-identified) with and without prior prescription treatment.

Results

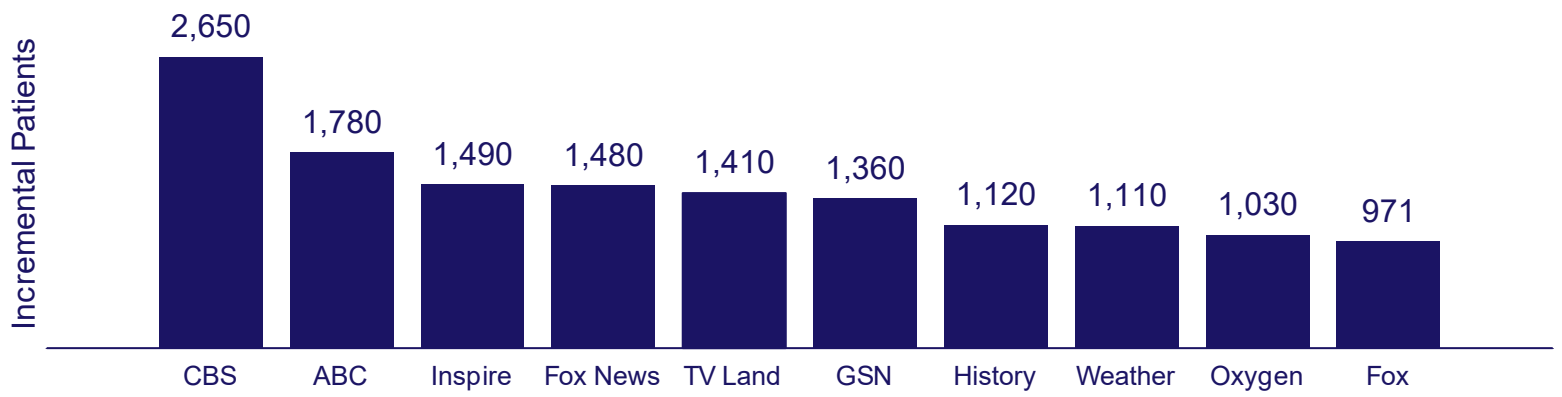
- ▶ A combination of high reach broadcast networks and targeted niche cable networks proved successful.
- ▶ While large scaled broadcast networks contributed the highest volume of incremental new patients, the highest relative promotional lift came from more niche, entertainment channels like CW and Hallmark.

Viewing Source / Media Type

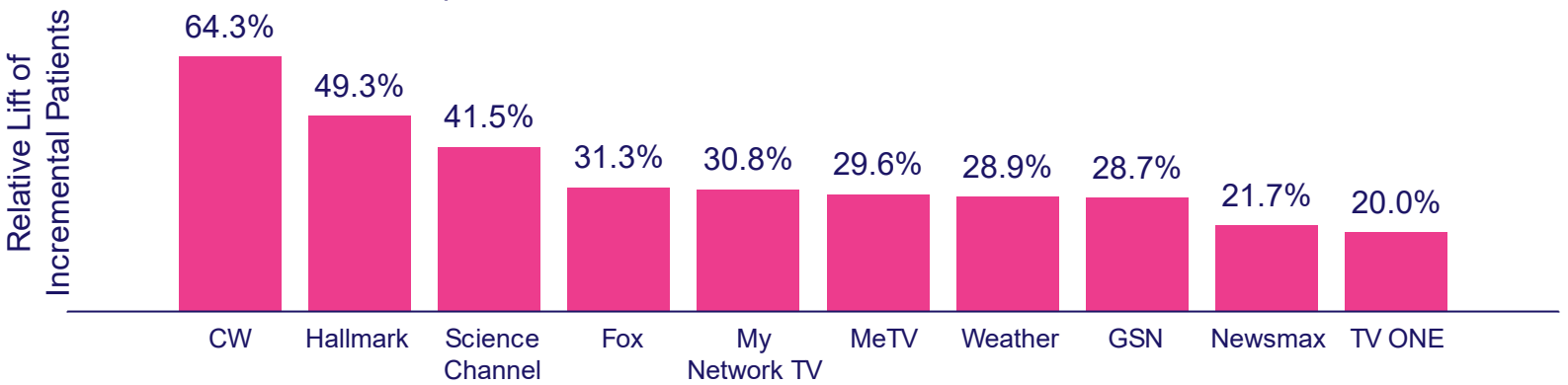
- ▶ Linear TV Exposure reported via iSpot STB/ACR data.

Measurement of Linear TV Impact to Support Strategic Campaign Goals

Top 10 Networks – Incremental Patients



Top 10 Networks – Relative Lift of Incremental Patients



Source: IQVIA, Case study: *Measurement of Linear TV Impact to Support Strategic Campaign Goals*.



IQVIA Digital helps a women's health brand drive mid-to-lower funnel results by **converting high-quality audiences**

Challenge

- A global pharma brand sought to connect with the right customers to drive doctor visits and new-to-brand prescription starts for one of its women's health products.

Solution

- The brand identified two DTC audience segments for their programmatic advertising campaign and considered other vendors based on their ability to build scalable audiences
- IQVIA Digital developed optimized versions of the two audiences by launching an advanced, new-to-healthcare, methodology.

Target Segment

- Women in a certain age range with higher propensity for a specific health diagnosis
- Women diagnosed for this condition and with additional risk factors that add treatment urgency

Results

- The campaign delivered a **+79%** in measured audience quality for the diagnosed condition segment
- +83%** in measured audience quality for the diagnosed condition and additional risk factors segment
- The campaign delivered a far better cost-per-target-reached.
- Both the original and optimized audience versions achieved the highest efficiency ratings in comparison to other vendors considered.

Company / Platform

- IQVIA Digital / Programmatic TV



+79%

Increase in measured audience quality for the diagnosed condition segment



+83%

Increase in measured audience quality for the diagnosed condition and additional risk factors segment



*The enhanced audiences delivered a far better **cost-per-target-reached***

Source: IQVIA Digital, Case study: *Women's health brand increases ad campaign performance*. Both audiences were created to match business rules provided by the client, based on client's previous segmentation work. Audience quality is a metric that references the ability to more effectively reach the desired target consumer audience through advertising. The higher the AQ, the higher the ability to reach highly-qualified consumers with the greatest likelihood to engage in and act on health-related advertising messaging.



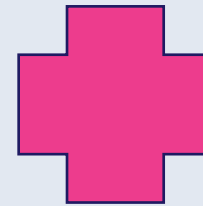
How Multiscreen TV drives Full-Funnel Outcomes



Case Studies

Awareness

Multiscreen TV campaigns **expand reach** and drive **brand recall** against a brand's best customer prospects



Action

Multiscreen TV campaigns *increase the likelihood* that the intended audience will be **motivated to act** (e.g., visit a website, download an app, prescription lifts, sign-up for a subscription, make a purchase, etc.)





Swoop’s custom DTC audiences were leveraged to drive **awareness** and **action** for an addressable TV - resulting in **increases in PCP visits and prescriptions**

Challenge

- ▶ A pharmaceutical brand wanted to increase reach, doctor visitation and prescription lift for their Type 2 Diabetes medication nationally in the US.

Solution

- ▶ Partnering with a top media planning agency, the brand leveraged Swoop’s privacy safe, precision audiences to reach patients being treated with the brand and its competitors across linear addressable devices
- ▶ The campaign was scaled across multiple MVPDs based on frequency and national reach brand objectives

Results

- ▶ 3.4 million households were reached
- ▶ Campaign drove 297k PCP visits within three months of exposure
- ▶ Campaign resulted in 16% script lift in endocrinologist specialist visits
- ▶ Campaign saw a 49% lift over the control group

Company / Platform

- ▶ Swoop / Linear Addressable TV



3.4M

Households reached



297k

PCP visits driven within 3 months of exposure



16%

Script lift in endocrinologist specialist visits



49%

Lift over control group

Source: Crossix & Swoop, Case Study: Type 2 Diabetes. All Swoop audiences are privacy-safe by design. Swoop never uses health data to build segments, ensuring 100% compliance with the most stringent federal and state policies, including HPAA and My Health My Data.





Activated on addressable TV, Swoop audiences saw **increased patients, screenings and conversions**

Challenge

- ▶ A leading pharmaceutical brand sought to further increase addressable results by testing and comparing Swoop against other data sources to understand if they could positively impact results and drive future performance improvements.

Solution

- ▶ Using de-identified patient data and zero knowledge methodology, Swoop generated a targeted, privacy-safe segment comprised of currently diagnosed patients
- ▶ This high-quality audience segment was executed against the provider's universe running for six weeks at a twice-weekly frequency

Target Segment

- ▶ Swoop custom-targeted patient audiences

Results

- ▶ The campaign resulted in **1.8X** more patients
- ▶ **20%** increase in HCP visits
- ▶ **34%** increase in patient-driven diagnostic screening
- ▶ **24%** increase in brand conversion

Company / Platform

- ▶ Swoop / Addressable TV



1.8X

More patients



20%

Increase in HCP visits



34%

Increase in patient-driven diagnostic screening



24%

Lift in brand conversion

Source: Crossix & Swoop, Case Study: *Hepatitis*. All Swoop audiences are privacy-safe by design. Swoop never uses health data to build segments, ensuring 100% compliance with the most stringent federal and state policies, including HPA and My Health My Data.



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Business-to-Business (B2B)



Consumer Packaged Goods (CPG)



Entertainment & Tune-In



Financial Services & Insurance



Health, Wellness & Beauty



Home



Restaurants



Retail



Technology



Travel

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Want more? VAB also has case studies organized across multiscreen TV platforms including linear TV and streaming / CTV



Stream On



How can a convergent TV strategy drive business results for my brand?



Proven Strategies & Tactics In Audience-Based TV Buying



Opportunities in VOD Addressable



Q1 '22 Today's Innovations in Measurement



Q2 '22 Today's Innovations in Measurement



Q3 '22 Today's Innovations in Measurement



Q4 '22 Today's Innovations in Measurement

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