

Targeting is the Best Medicine

GOAL

Drive patient conversion for a prescription drug

TARGET

Audience segments:
Symptomatic, OTC Treaters,
Diagnosed with the specific
condition, and Competitive Rx

SOLUTION

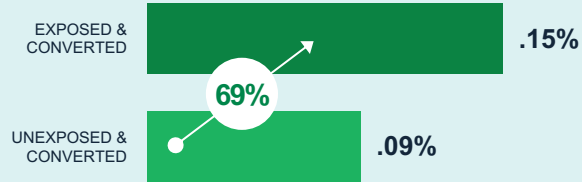
Addressable TV:

Two different creatives were
shown to target households,
according to audience
segments chosen by client.

RESULTS

Lift in Cumulative Conversion Rate

(no prior use of product)



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



TARGETED HOUSEHOLDS

194,000



TOTAL IMPRESSIONS

6.3M

