Targeting is the Best Medicine



GOALS

Drive patient conversion for a prescription drug

TARGET

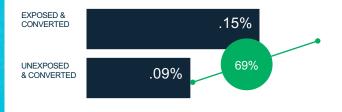
Audience segments: Symptomatic, OTC Treaters, Diagnosed with the specific condition, and Competitive Rx

SOLUTION

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

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