

# 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)

EXPOSED & CONVERTED

.15%

UNEXPOSED & CONVERTED

.09%

69%

- 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