Case Study: Pharma
Engage Drives 38% Higher RX Prescriptions for a Major Pharmaceutical Advertiser

A National Pharmaceutical Advertiser Chose Discovery Engage to Target Patients Previously Diagnosed with a Heart-Related Medical Condition

The advertiser looked to television to not only drive awareness of the drug, but to hone in on audiences who more likely have a relevant diagnosis and convert to the advertised drug as the treatment option.

Solution

Discovery Engage developed a highly targeted media plan across the Discovery network portfolio using 3rd party segments that included patients who have been previously diagnosed with heart failure. Crossix was chosen as the 3rd party partner for both targeting and back-end measurement for an unbiased evaluation of campaign effectiveness.

Results

1) The campaign showed a strong correlation between audience quality and Rx conversion. Compared to the national average rate, the data-driven TV campaign reached 14% more of those treating in category. This validated that the campaign effectively reached the intended audience as planned.

2) 38% more of those exposed to the ad converted to the advertised drug as the treatment option, compared to the national average.