

See How Data Driven Decision-Making Drove 10:1 Return on TV Ad Spend for an In-Line Pharmaceutical Brand

Case Study



The Challenge

A leading pharmaceutical company sought to revitalize its consumer advertising strategy for a well-established brand indicated for a chronic gastrointestinal condition. Their objective was to boost patient awareness of the therapy and attract new patients to the brand. By empowering individuals to engage in meaningful conversations with their doctors about treatment options, they aimed to enhance the likelihood of prescribing this vital medication.

The brand's initial campaign targeted an overly broad audience, reaching many patients with acute conditions, such as GI upset and diarrhea, instead of focusing on their intended demographic of chronic sufferers. This misalignment significantly limited the campaign's effectiveness.



The Solution

The pharma brand turned to OptimizeRX, a trusted partner for over five years, to help them redefine their audience and extend their reach within their true patient profile—and across multiple digital channels.



**Optimized
Audience Targeting**



**Enhanced
Media Delivery**



**Measurable
Results**

1

Optimizing the Audience

We collaborated closely with the brand to optimize the target patient population using privacy-compliant, real-world medical claims data. This process narrowed the indication segments from eight to four, focusing the campaign on chronic sufferers and excluding those with unrelated acute conditions. This enhanced audience precision allowed the campaign to more effectively reach the right patients—those most likely to benefit from the medication.

2

Leveraging Micro-Neighborhood® Targeting

With a well-defined audience, our Micro-Neighborhood Targeting identified high concentrations of chronic sufferers in privacy-safe, zip-9 areas, enabling delivery of relevant ads directly to eligible households. This hyperlocal targeting was enhanced by strong partnerships with MVPDs (e.g., DTV, DISH, Comcast, Spectrum/Charter).

We also used data and analytics to adjust the frequency of ads, ensuring the optimal number of impressions per household. This approach maximized impact while minimizing ad fatigue.

3

Expanding to Omnichannel Activation

Finally, by expanding beyond addressable TV to digital display ads, we reached the same qualified audience across channels, creating a surround-sound effect. This omnichannel approach amplified the brand message, increasing exposure and engagement along the patient's journey.

The Results

By honing the campaign audience with our Micro-Neighborhood Targeting, leveraging strong partnerships with MVPDs, and expanding to an omnichannel strategy, the pharma brand achieved remarkable outcomes:



Addressable TV Ads:

- The ad ranked in the **top 25%** for impressions per new prescriptions (NRx) generated.
- Delivered greater than a **10:1 Return on Advertising Spend (ROAS)**, demonstrating an efficient and highly effective use of advertising dollars.



Digital Display Ads:

- 3 out of 4** audience segments ranked in the top one-third for impressions per NRx generated.
- Achieved more than a **6:1 ROAS**, highlighting the effectiveness of the omnichannel strategy.



**UNLOCK SURROUND SOUND
OMNICHANNEL IMPACT TODAY**

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