

# Driving results for a leading pharma brand

Dynamic strategies unlock success across multiple lines of business

## Background

A leading pharmaceutical company aimed to extend the proven success of their RX initiatives to their various OTC lines of business. Recognizing that OTC brands cater to a broader target audience, the company turned to Samsung to develop a new strategy to not only reach this more general market, but also achieve incremental reach against their traditional linear efforts.

## RX

### Strategy

Leverage Samsung's scale paired with healthcare data segments and measurement solutions to reach hyper-targeted, diagnosed audiences

### Results

#### Audience Quality

CTV + diagnosed audiences proved to be highly efficient in achieving diagnosed audience quality and reaching diagnosed unique viewers.

**5.5%**

AQ score, above IQVIA's 4.8 benchmark\* for this particular diagnosed audience

**7.3K**

incremental new patient office visits

### Efficiency

Samsung remained the most efficient partner on the plan following the 2022 CTV campaign launch

Source: Samsung Ads proprietary ACR data; IQVIA 2022 Campaign Report.

## OTC

### Strategy

Leverage CTV to reach a less-targeted audience at a lower cost, while achieving incremental reach against existing linear buys

### Results

#### Outcomes

Across multiple OTC brands, Samsung Ads drove significant incremental reach against linear campaigns:

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|--|--|
| <ul style="list-style-type: none"> <li>● <b>Dental care brand 1:</b><br/>32% incremental lift;<br/>63% within A25-54 demo target vs. linear's 41%</li> </ul> | <ul style="list-style-type: none"> <li>● <b>Dental care brand 2:</b><br/>43% incremental lift;<br/>72% within A25-54 demo target vs. linear's 41%</li> </ul>             |
| <ul style="list-style-type: none"> <li>● <b>Vaccine brand:</b><br/>15% incremental lift;<br/>70% within A50+ demo target vs. linear's 78%</li> </ul>         | <ul style="list-style-type: none"> <li>● <b>Injectable antiretroviral brand:</b><br/>11% incremental lift;<br/>53% within A25-54 demo target vs. linear's 52%</li> </ul> |

### Efficiency

The majority of impressions fell within the brand's target audience without the need to pay for additional demo targeting