



## Crunching Numbers to Prove Advertising's Worth

### A "deep dive" into data pushes clarity to the surface

#### CHALLENGE

Our client, a large pharmaceutical company, was intimately familiar with media campaign data—with impressions, clicks, and site engagement being a part of their everyday vernacular. They were also familiar with the challenge that comes with using that information to have a better understanding of how any given campaign impacts the bottom line.

First, we contracted with a leading healthcare attribution partner to pursue studies across the healthcare professionals and consumer media campaigns. This was a step forward, but we soon discovered that a "deep dive" into data was the only way to get a clear picture of return of advertising spend (RoAS).

#### STRATEGY

Our partnership provided easier access to the numbers—allowing us to be nimbler with analysis. Our media strategy and advanced analytics teams collaborated tirelessly—combining multiple data sets to overlay media metrics with Rx conversion data.

This created a storyline for cost per new scripts attributable to individual media partners, strategies, and channels, which revealed that:

- Exposure to display advertising is often enough to get patients to visit their doctors and get new scripts filled.
- Patients who engage with site content are more likely to fill scripts.
- A media-mix balance is critical to offset targeting strategies with higher cost-per-conversion.

#### RESULTS

- Increased client RoAS by as much as 131% with the highest partner achieving 19.6x return
- The highest lift in Rx activity came from physicians outside the target list
- Identified high opportunity HCP & patient segment insights to inform future campaigns