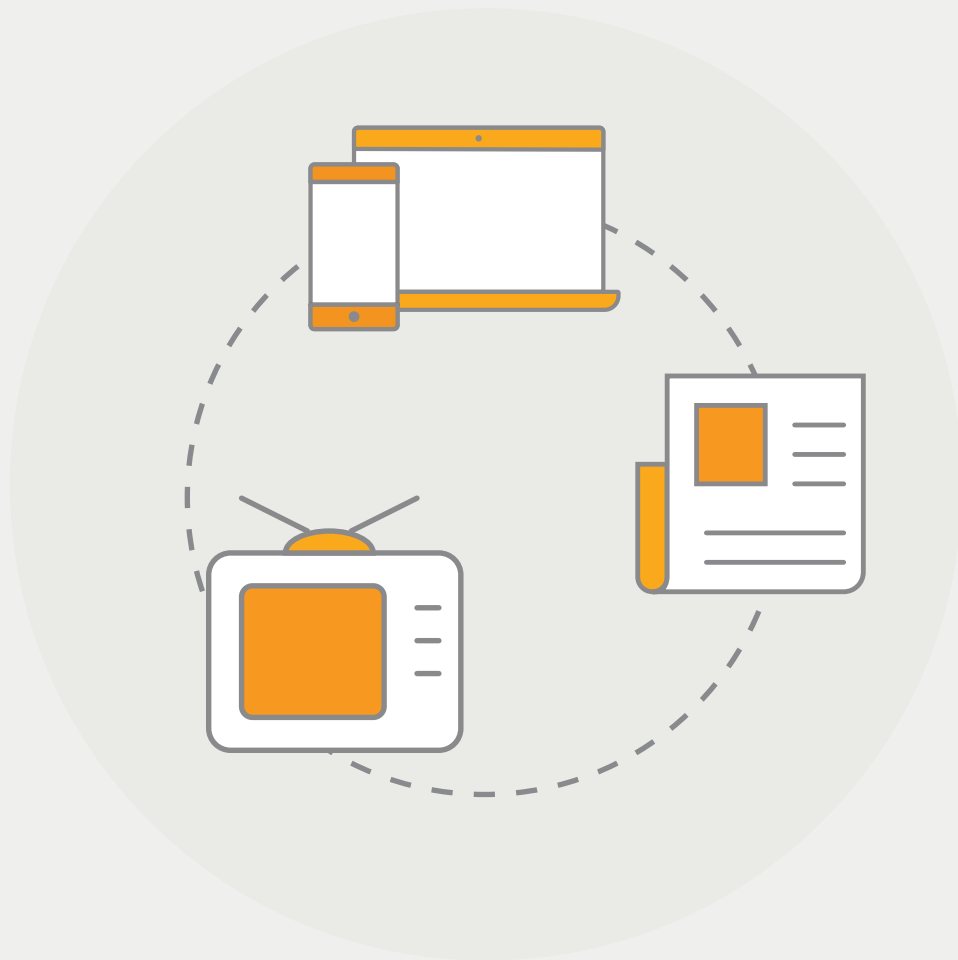


CASE STUDY

Multi-Channel, Multi-Perspective:

Optimizing Mass Media DTC Campaign Performance



Introduction

Many measurement approaches provide an incomplete view of DTC campaign performance because they focus on a single channel. Harmonizing measurement across media channels—measuring how they work together, rather than in isolation—provides a more complete view of performance and enables more effective optimization.

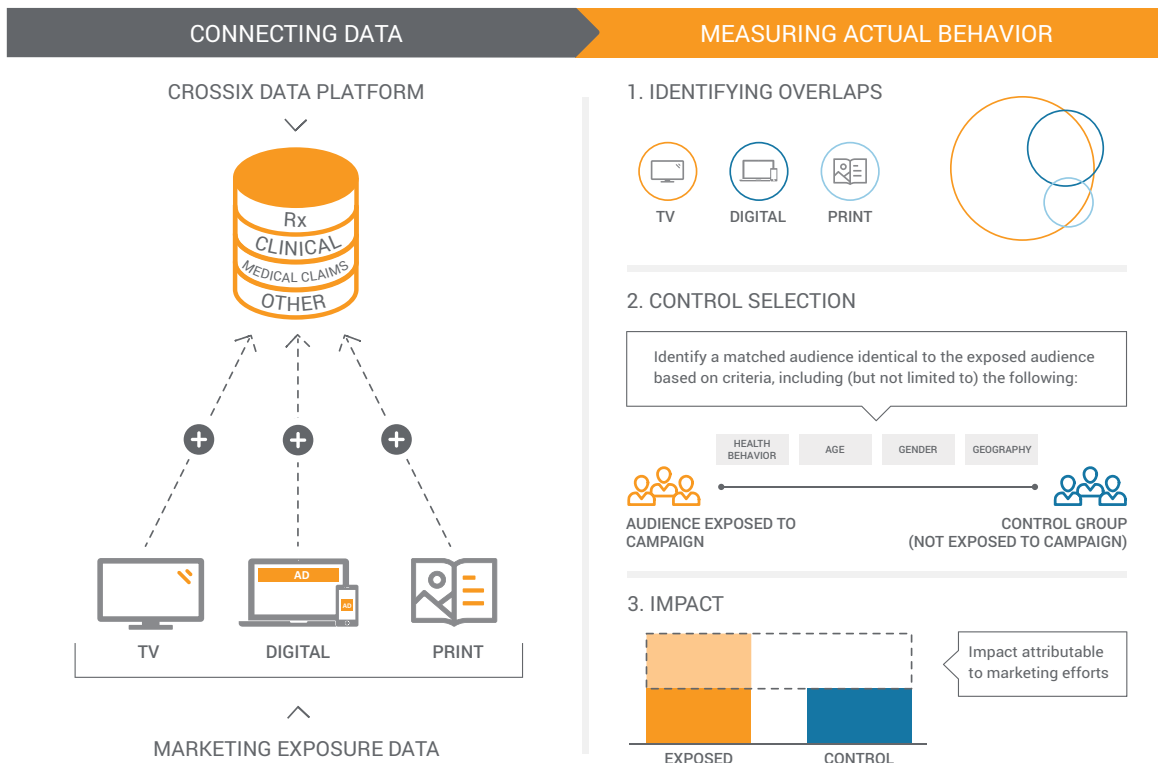
Background

A pharmaceutical brand worked with Crossix to determine its cross-channel synergies for a large-scale campaign. The campaign reached over 100 million TV households, 70 million patients through print at the point-of-care (POC), and 10 million consumers digitally.

The brand wanted to understand how the campaign impact, scale, and cost worked together to drive specific patient behaviors. With this information, the brand hoped to optimize its budget to ultimately drive more new patient starts and achieve a higher ROI.

Crossix Approach

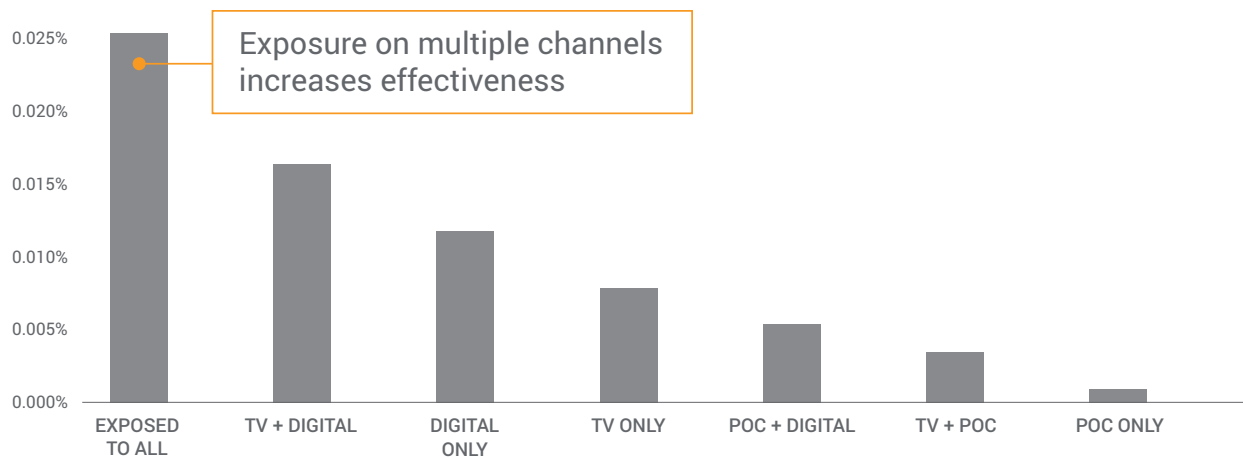
Crossix measured the campaign performance by linking data on actual marketing exposure to real-world health and behavioral data.



Step 1: Measure Cross-Channel Synergies

Crossix was able to measure the net conversion to brand by exposure channel (TV, Digital, POC) and their overlaps.

Net Conversion to Brand by Exposure Channel

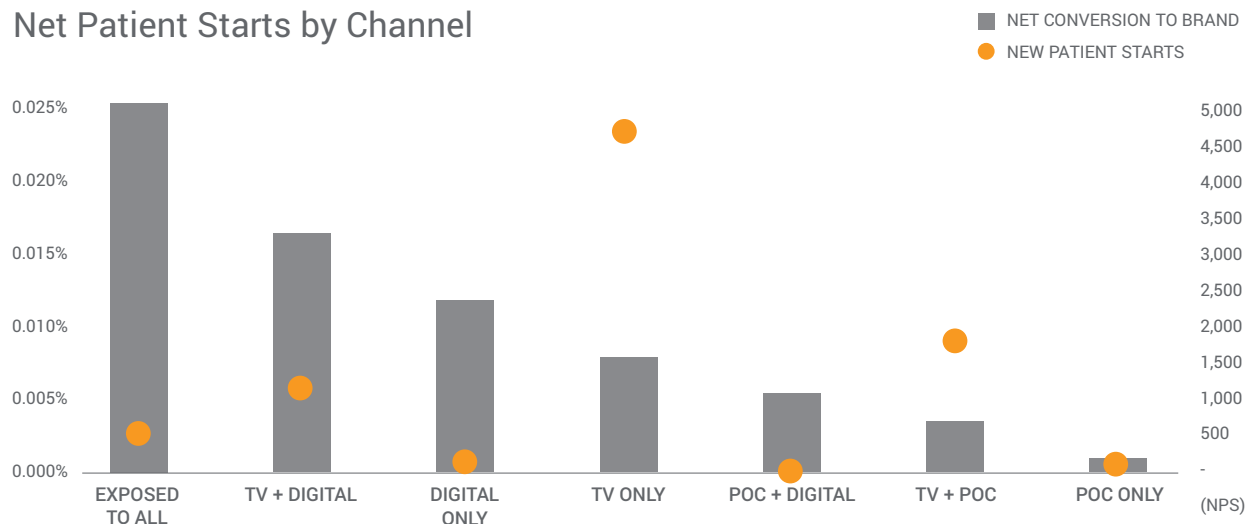


This analysis showed that the impact from exposure on all three channels was 2x the impact from digital alone, 3x TV alone, and more than 20x higher than POC alone. The brand also saw that TV and digital worked better together than either channel alone, and ultimately, that POC alone was not very effective relative to digital or TV.

Step 2: Interplay of Impact, Scale, and Cost

After seeing how each channel performed, Crossix ran an analysis that highlighted how impact, scale, and cost contributed to campaign success.

Net Patient Starts by Channel

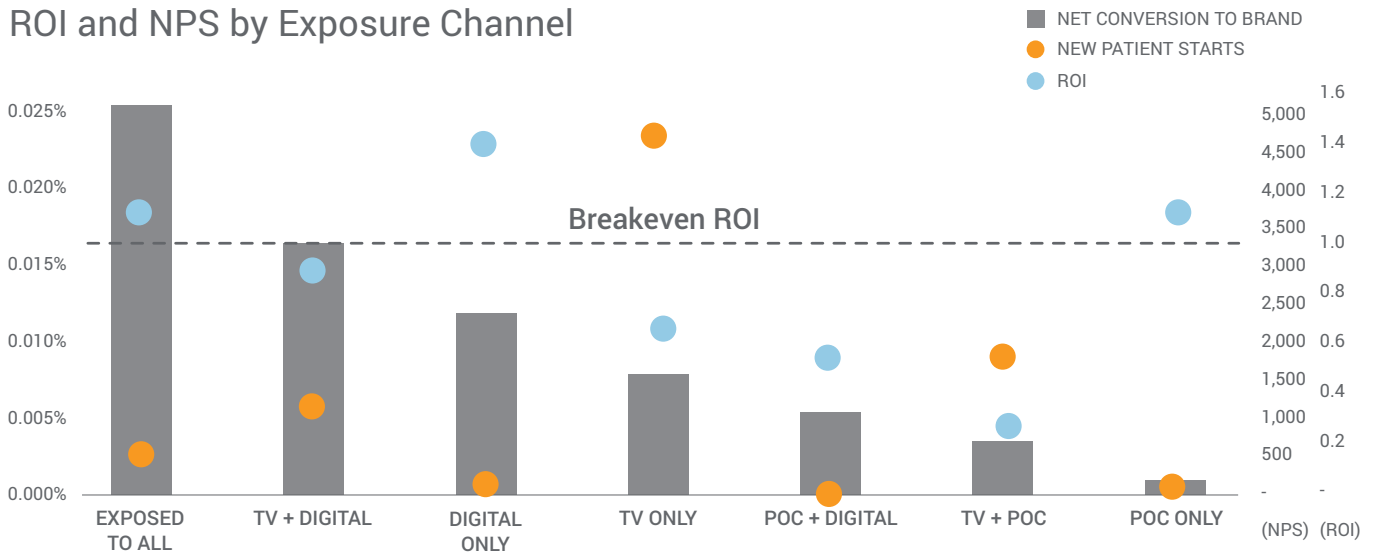


The findings uncovered tradeoffs between efficiency and scale. The digital channel drove impact most efficiently but had a low reach. This highlights the potential opportunity to scale the campaign digitally. Interactions between channels also revealed an opportunity to improve the performance of the brand's TV investment by increasing the overlap between TV and digital.

Step 3: Assess ROI Performance Across Channels

Finally, Crossix and the brand looked at how each channel's ROI measured up.

ROI and NPS by Exposure Channel



While the overall campaign was not ROI-positive, digital display was highly efficient. This ROI comparison validated that expanding the overlap of digital and TV was the strategic thing to do for this campaign.

Conclusion

In this campaign, the brand discovered that overlaps between digital and TV drove the highest conversions. Digital also was very cost-effective and had a positive ROI. These two insights helped the brand adjust its strategy and increase its investment in digital advertising.

Contact crossix_info@veeva.com to discover how Crossix can help you measure and validate the impact of your marketing investments.

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