Veeva Crossix Audience Segments

DIRECTV ADVERTISING

Addressable TV Campaign Increases New Patient Starts and Improves Adherence

DIRECTV Advertising partnered with Veeva Crossix to leverage audience segments for an unbranded disease awareness campaign, delivering a **25% lift** in new patient starts and a **4.4:1 ROI**

OVERVIEW

A category-leading therapy wanted to reach highly-qualified patients with their unbranded disease awareness TV campaign. The condition has a 1% prevalence rate and campaign success was determined by incremental HCP visits, new patient starts and an increase in adherence.

Approach

To achieve scaled ROI, the brand needed to deliver their message to deliver their message to a high volume of qualified households. The brand partnered with Veeva Crossix and DIRECTV Advertising to deliver messaging to this targeted audience.

Audience Segment: Likely Diagnosed with Condition

Activation: Distribution to deciles 1 and 2

Reach: 1.7 million households

Results: Campaign Delivered Quality and Scale

Crossix measured the audience exposed to the Addressable TV campaign to understand audience profile and overall campaign impact. Health behavior was measured through three months after the first media exposure.

Audience Quality

84k

Reach to households with a person diagnosed with the condition

80%

More likely to be diagnosed, compared to the general active TV-watching population

Impact on Health Behavior

29k

Incremental HCP visits through three months

25%

Lift in new patient starts, compared to a matched control group

12%

More refills compared to a matched control group

Campaign ROI: 4.4:1 ROI

More than 500 health audience segments — including syndicated and custom models — are available for immediate activation across digital and targeted tv channels.

Contact Jeremy Mittler [jeremy.mittler@veeva.com] to learn how Crossix Segments can deliver more new patient starts and better adherence for your brand.

For more information about how DIRECTV Advertising can deliver qualified results for your brand, visit directvadvertising.com.

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