Microsoft

Search Research For Pharmaceutical Brands
Search advertising drives increase in brand and category conversion

February 2021

Microsoft Advertising. Intelligent connections

Research Abstract

The value of search advertising in driving patient behavior is generally accepted and has been widely studied. Advertisers primarily pay for search advertising on a cost-per-click model, implying that the value of search advertising lies in driving users to click through to the brand's website; however, a significant majority of users who search for a given keyword and are served a brand's search ad **do not click,** and are merely exposed to the advertising. While the literature around *clicking* on search advertising is robust, it is significantly less-studied whether *exposure* to search advertising drives lower-funnel behavior like conversion to a specific therapy or category of therapies.

Microsoft, the operator of the Bing search engine and a leader in search advertising, partnered with Veeva Crossix, the leading healthcare data analytics firm, to better understand the following question: **does exposure to search advertising drive lift in health behaviors?**

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Research Summary

Areas of Research

- Does unbranded search drive Rx conversions?

- How impactful is a click vs. exposure?

- Do mainline ads* drive more Rx conversions?

- How impactful is the number of ads seen on Rx conversions?

Methodology

- Test vs. Control studies conducted to determine behavioral impact of unbranded search advertising

- ~100,000 searchers analyzed per campaign

- Microsoft supplied data and attributes from Bing.com (US); Veeva Crossix used attributes to create analysis cohorts for study

Highlights

- Ad exposure doubled Rx conversions for a leading brand

- Multiple exposures delivered a 153% lift for a brand, 59% lift for category

- Single ad exposure gave 70% lift to both brands in the study

- Mainline ads provided 75% lift for leading brand, 48% lift for category

*Please see Appendix for mainline ad example

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Veeva Crossix KPI Definitions

Brand Conversion

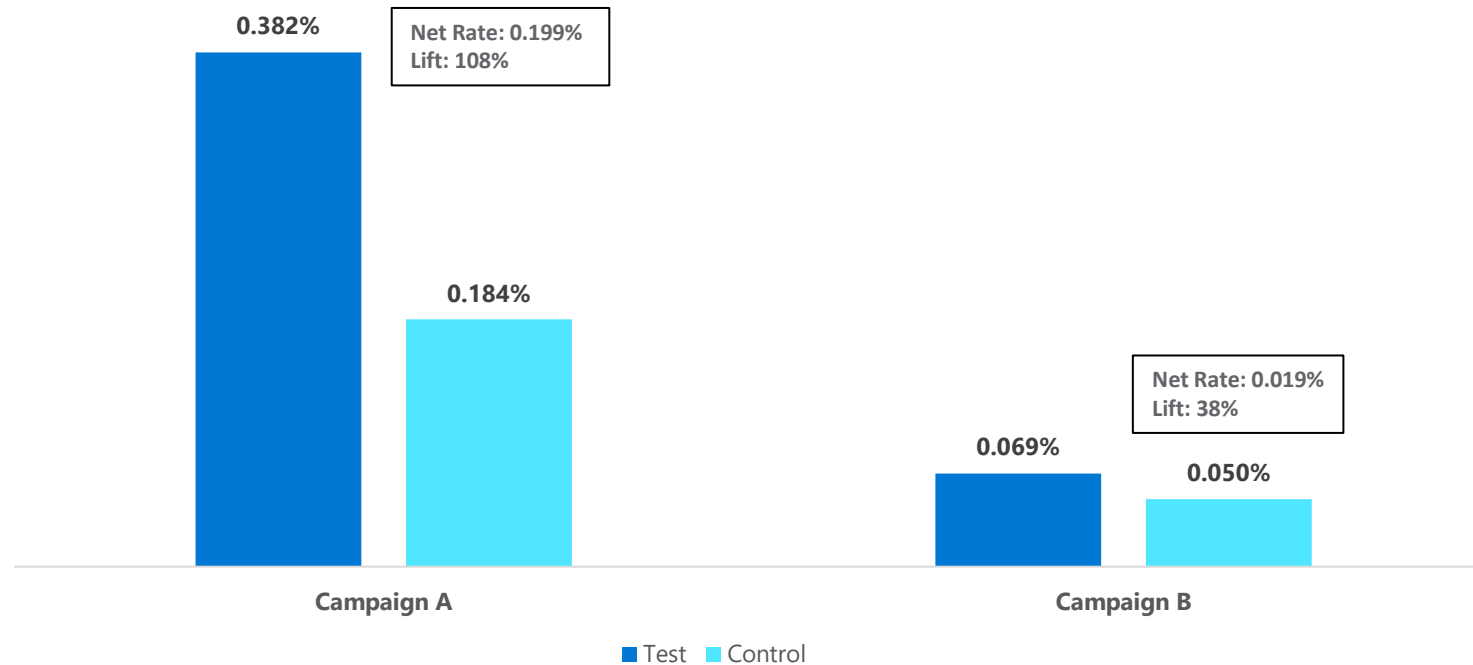% of audience starting new treatment on advertised brand
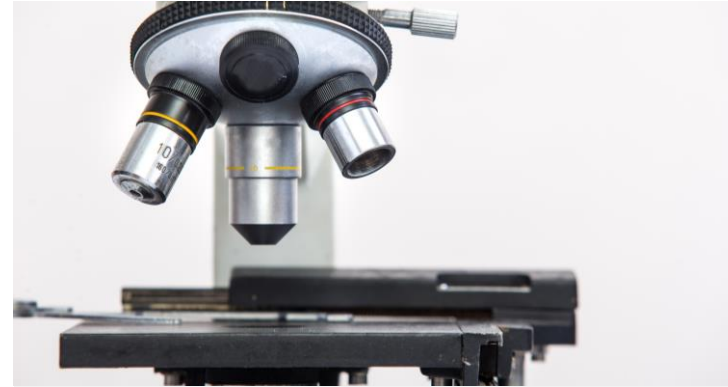
Category Conversion

% of audience starting new treatment in specific category

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Overall | Brand Conversion

Brand Conversion: Overall

0.382%

Net Rate: 0.199%
Lift: 108%

0.184%

Net Rate: 0.019%
Lift: 38%

0.069%   **0.050%**

Campaign A   Campaign B

■ Test ■ Control

- Both search campaigns drove statistically significant lift over control in brand conversion
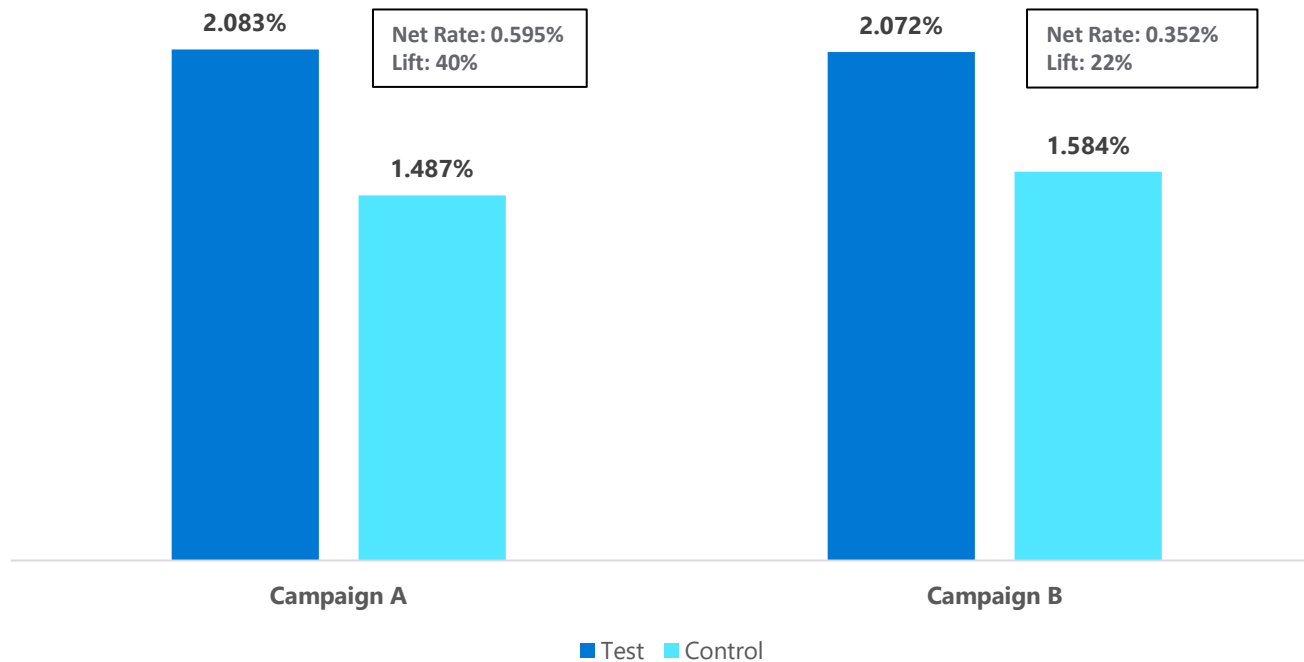- Campaign A (for a market-leading brand) saw much higher lift than Campaign B (for a challenger brand)

N: Campaign A: 21,744 | Campaign B: 22,429
Statistical Significance: Test rates for both campaigns statistically significantly different from Control rates at 90% confidence

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Overall | Category Conversion

Category Conversion: Overall

Campaign A
- Test: 2.083%
- Control: 1.487%
- Net Rate: 0.595%
- Lift: 40%

Campaign B
- Test: 2.072%
- Control: 1.584%
- Net Rate: 0.352%
- Lift: 22%

Legend: ■ Test ■ Control

- Both search campaigns drove statistically significant lift over control in category conversion
- Less differentiation in lift between campaigns

N: Campaign A: 21,744 | Campaign B: 22,429
Statistical Significance: Test rates for both campaigns statistically significantly different from Control rates at 90% confidence

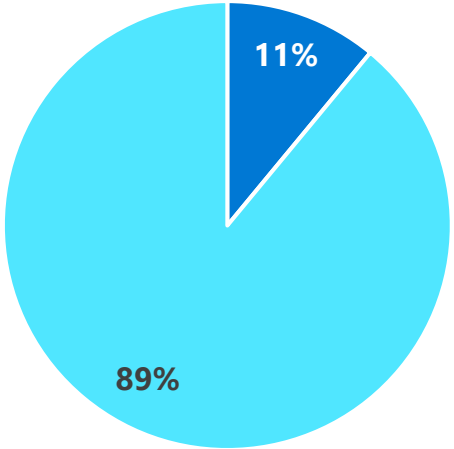Microsoft

Clicked vs. Did Not Click (Analysis Group Size)

Campaign A:
Clicked vs. Did Not Click

7%

93%
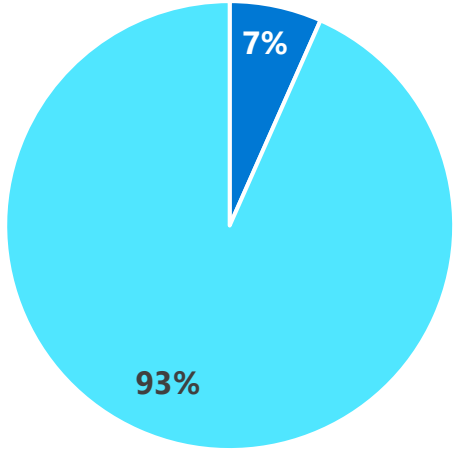
■ Clicked ■ Did Not Click

N: did not click – 16,647 | clicked – 1,260
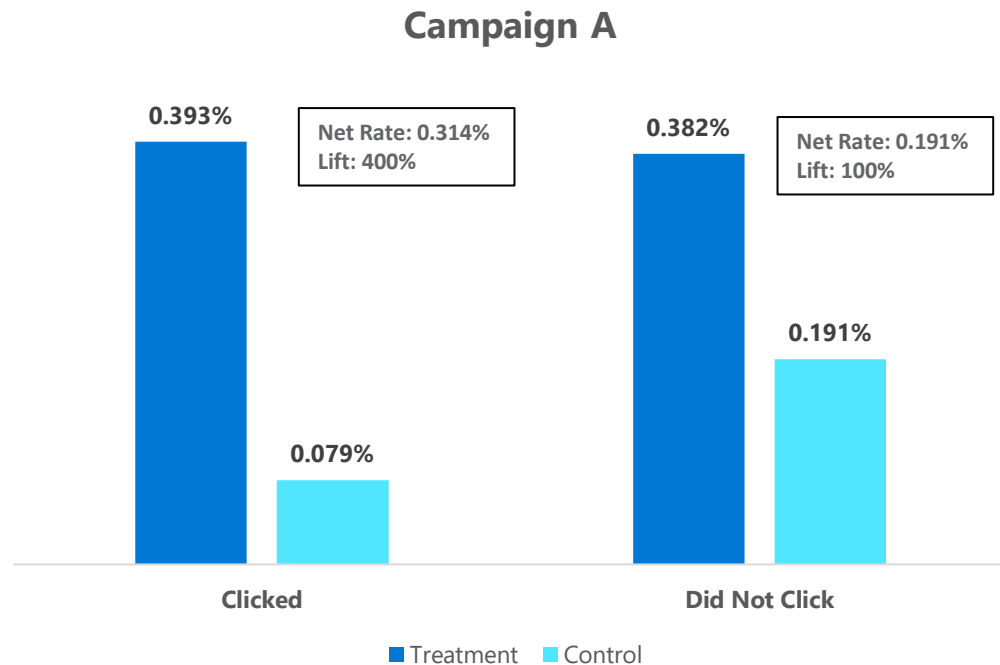
Campaign B:
Clicked vs. Did Not Click

11%

89%

■ Clicked ■ Did Not Click

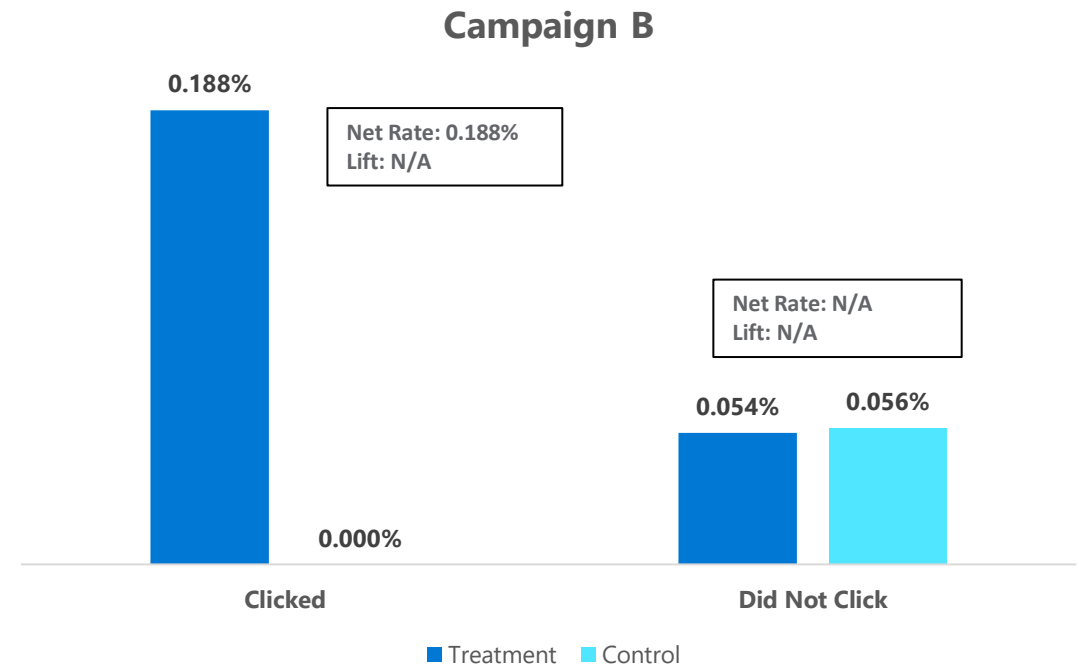**N:** did not click – 17,351 | clicked – 2,283

Microsoft

Clicked vs. Did Not Click (Brand Conversion)

- KEY FINDING: Exposure alone drove brand conversion lift for Campaign A
- Clicks drove brand conversion lift for both campaigns

Campaign A

0.393%
0.382%

Net Rate: 0.314%
Lift: 400%

Net Rate: 0.191%
Lift: 100%

0.191%

0.079%

Clicked   Did Not Click

■ Treatment ■ Control

N: did not click – 16,647 | clicked – 1,260
Statistical Significance: Clicked Net rate directionally significant at >80% confidence. Did Not Click Net rate statistically significant at >90% confidence.

Campaign B

0.188%

Net Rate: 0.188%
Lift: N/A

Net Rate: N/A
Lift: N/A

0.054%   0.056%

0.000%

Clicked   Did Not Click

■ Treatment ■ Control

N: did not click – 17,351 | clicked – 2,283
Statistical Significance: Clicked Net rate statistically significant at >90% confidence. Did Not Click Net rate not statistically significant.

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Clicked vs. Did Not Click (Category Conversion)

- Exposure alone drove category conversion lift for both campaigns
- Clicks drove category conversion lift for both Campaigns

Campaign A

2.525%

Net Rate: 1.017%
Lift: 67%

1.508%

2.052%

Net Rate: 0.576%
Lift: 39%

1.476%

Clicked **Did Not Click**

■ Treatment ■ Control

Campaign B

3.001%

Net Rate: 1.501%
Lift: 95%

1.500%

1.958%

Net Rate: 0.220%
Lift: 14%

1.595%

Clicked **Did Not Click**

■ Treatment ■ Control

N: did not click – 16,647 | clicked – 1,260
Statistical Significance: Clicked Net rate directionally significant at >80% confidence. Did Not Click Net rate statistically significant at >90% confidence.
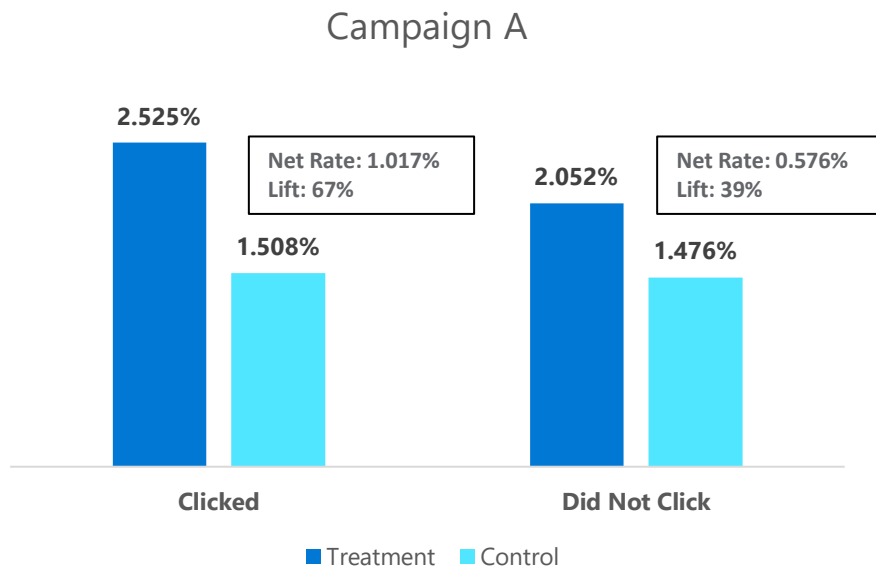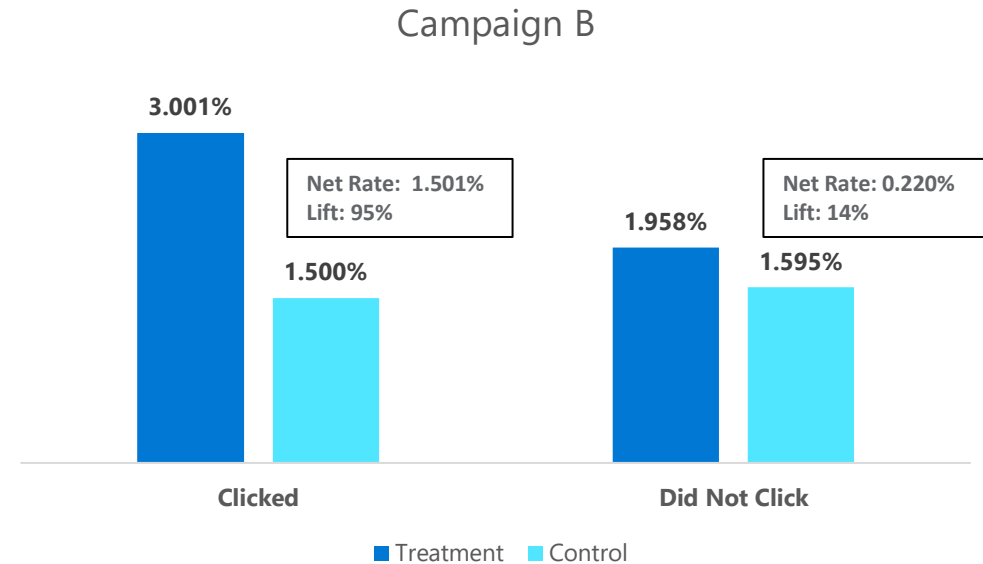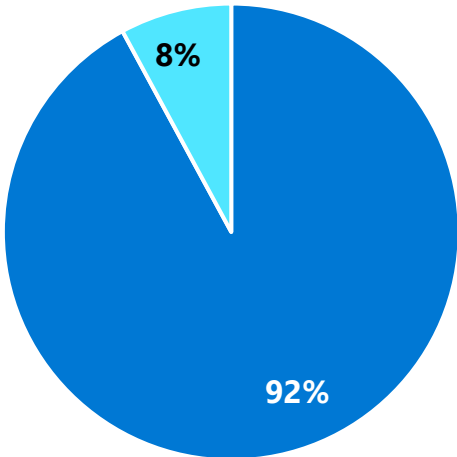
N: did not click – 17,351 | clicked – 2,283
Statistical Significance: Clicked and Did Not Click Net rates statistically significant at >90% confidence.

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Mainline Ad vs. Non-Mainline Ad (Analysis Group Size)
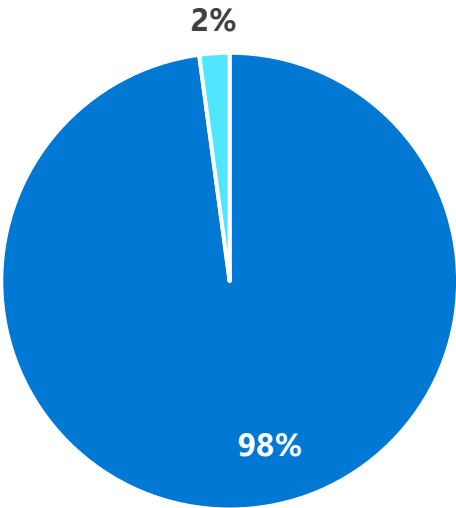
Campaign A

8%

92%

■ Mainline Ad ■ Non-Mainline Ad

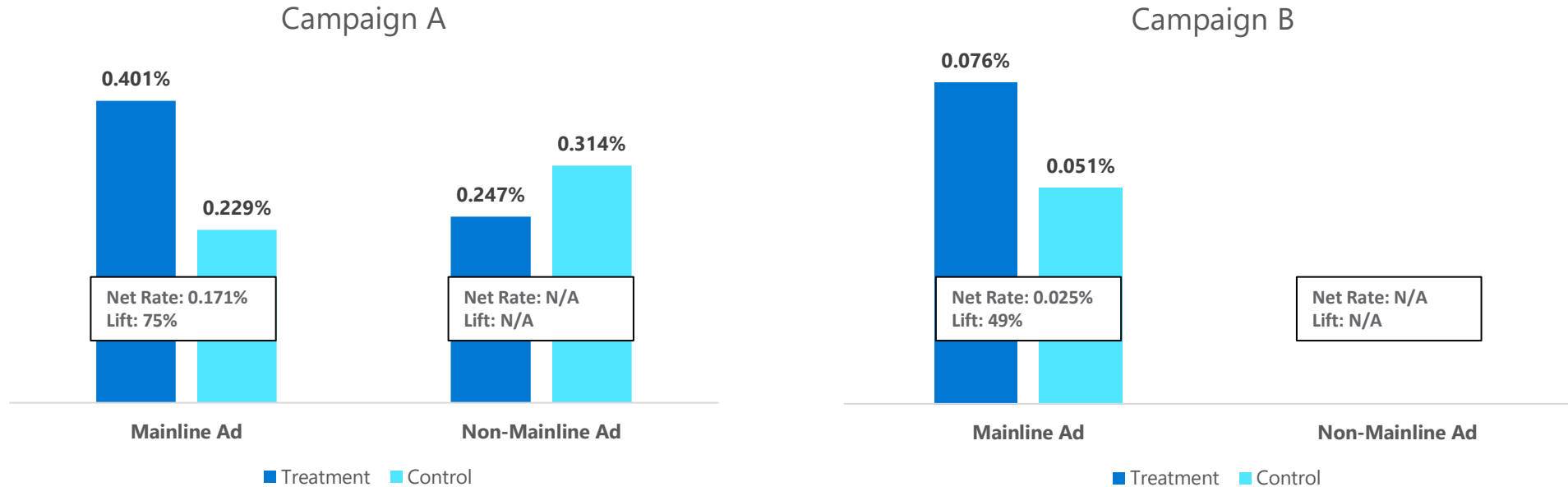**N**: mainline ad – 16,526 | nonmainline ad – 1,357

Campaign B

2%

98%

■ Mainline Ad ■ Non-Mainline Ad

N: mainline ad – 19,241 | nonmainline ad – 392 (**too small to analyze)**

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Mainline Ad vs. Non-Mainline Ad (Brand Conversion)

- Mainline ads drove brand conversion lift for both campaigns
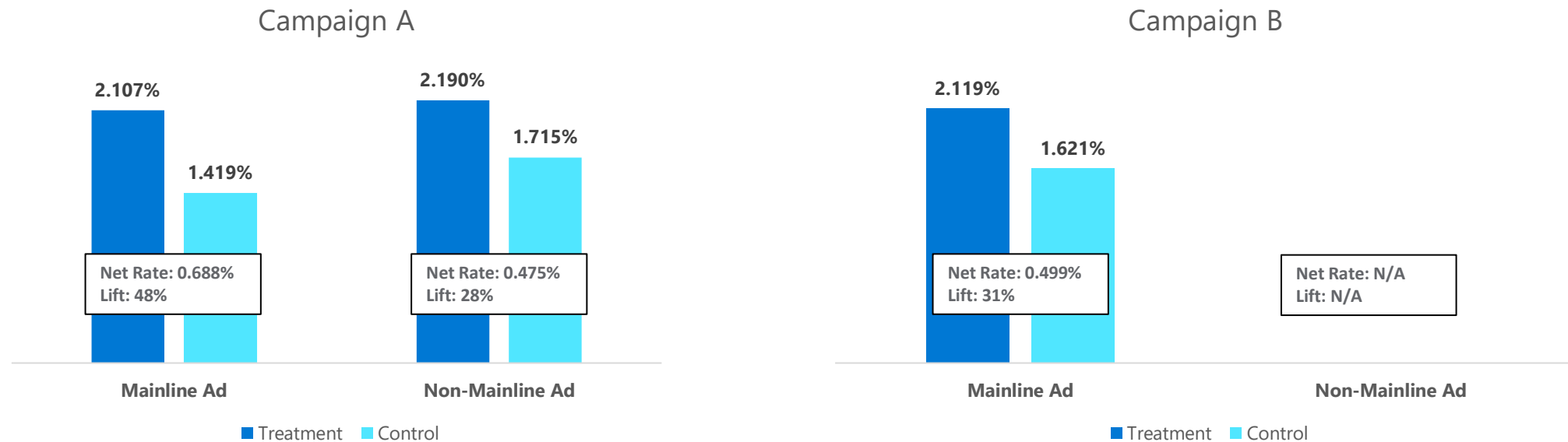- Non-Mainline ads did not drive brand conversion lift for either campaign

Campaign A

Mainline Ad	**Non-Mainline Ad**

- 0.401% (Treatment)
- 0.229% (Control)
- Net Rate: 0.171% Lift: 75%
- 0.247% (Treatment)
- 0.314% (Control)
- Net Rate: N/A Lift: N/A

■ Treatment ■ Control

N: mainline ad – 16,526 | nonmainline ad – 1,357
Statistical Significance: Mainline Net rate statistically significant at >90%.

Campaign B

- 0.076% (Treatment)
- 0.051% (Control)
- Net Rate: 0.025% Lift: 49%
- Net Rate: N/A Lift: N/A

Mainline Ad	**Non-Mainline Ad**

■ Treatment ■ Control

N: mainline ad – 19,241 | nonmainline ad – 392 (**too small to analyze**)
Statistical Significance: Mainline Net rate not statistically significant.

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Mainline Ad vs. Non-Mainline Ad (Category Conversion)

- Mainline ads drove category conversion lift for both campaigns
- Non-Mainline ads did not drive lift for either campaign

Campaign A

	Mainline Ad	Non-Mainline Ad
Treatment	2.107%	2.190%
Control	1.419%	1.715%

Net Rate: 0.688%
Lift: 48%

Net Rate: 0.475%
Lift: 28%

■ Treatment ■ Control

N: mainline ad – 16,526 | nonmainline ad – 1,357
Statistical Significance: Mainline Net rate statistically significant at >90% confidence. Non-Mainline Net rate not statistically significant.

Campaign B

	Mainline Ad	Non-Mainline Ad
Treatment	2.119%	
Control	1.621%	

Net Rate: 0.499%
Lift: 31%

Net Rate: N/A
Lift: N/A

■ Treatment ■ Control

N: mainline ad – 19,241 | nonmainline ad – 392 (**too small to analyze**)
Statistical Significance: Mainline Net rate statistically significant at >90% confidence.

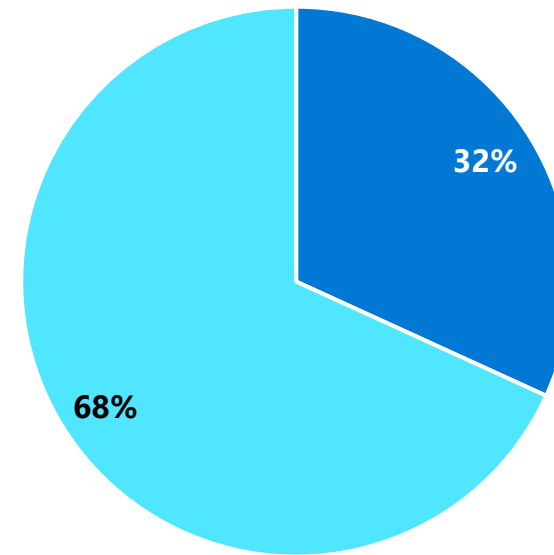Microsoft

Viewed Once vs. Viewed 2+ (Analysis Group Size)

Campaign A

30%

70%
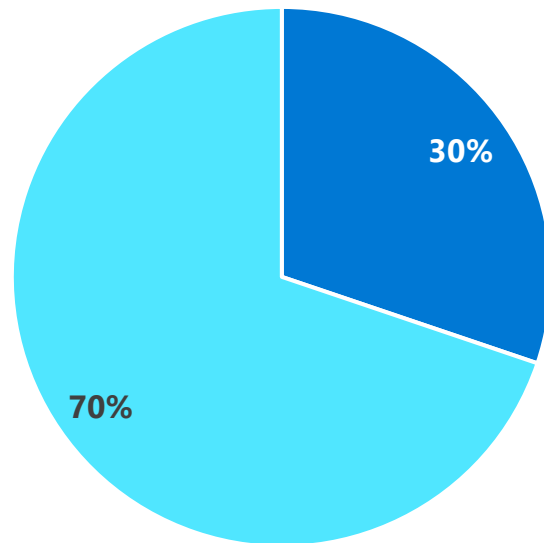
■ Viewed 2+   ■ Viewed Once

N: Viewed 2+ – 5,441 | Viewed Once – 12,532
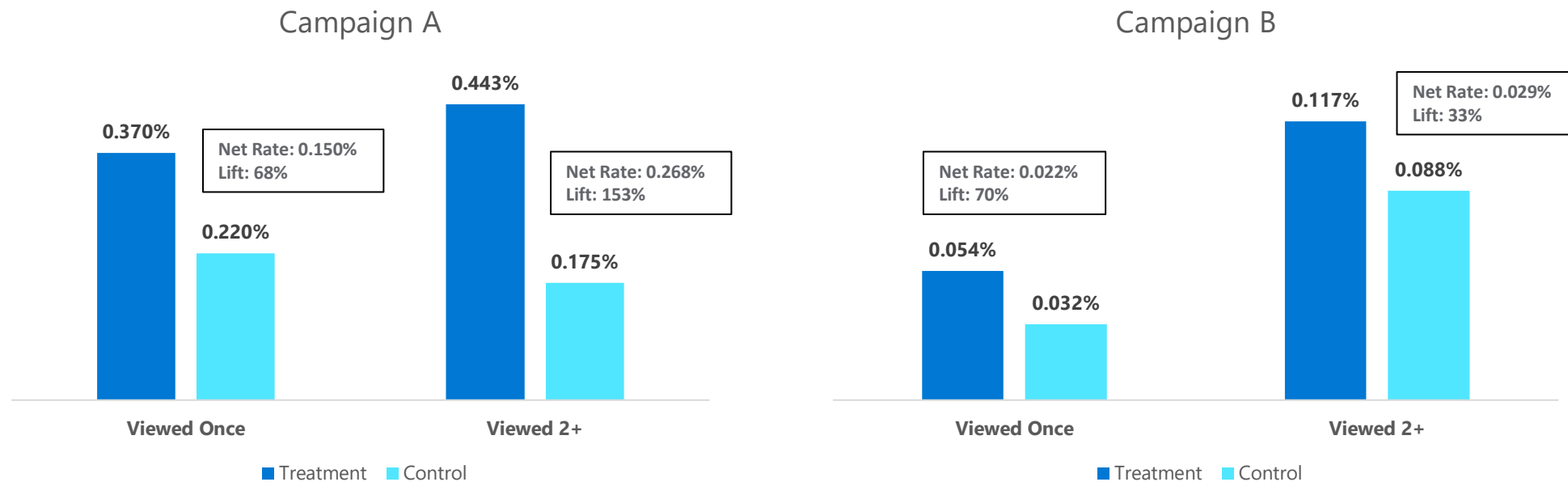
Campaign B

32%

68%

■ Viewed 2+   ■ Viewed Once

N: Viewed 2+ – 6,364 | Viewed Once – 13,280

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Viewed Once vs. Viewed 2+ (Brand Conversion)

- For Campaign A - multiple views drove higher brand conversion lift than a single view, but single view still drove lift

Campaign A

0.443%

0.370%

Net Rate: 0.150%
Lift: 68%

Net Rate: 0.268%
Lift: 153%

0.220%

0.175%

Viewed Once

Viewed 2+

■ Treatment ■ Control

N: Viewed 2+ – 5,441 | Viewed Once – 12,532
Statistical Significance: Viewed Once and Viewed 2+ Net rates statistically significant at >90% confidence.

Campaign B

Net Rate: 0.029%
Lift: 33%

0.117%

0.088%

Net Rate: 0.022%
Lift: 70%

0.054%

0.032%

Viewed Once

Viewed 2+

■ Treatment ■ Control

N: Viewed 2+ – 6,364 | Viewed Once – 13,280
Statistical Significance: Viewed Once and Viewed 2+ Net rates not statistically significant.
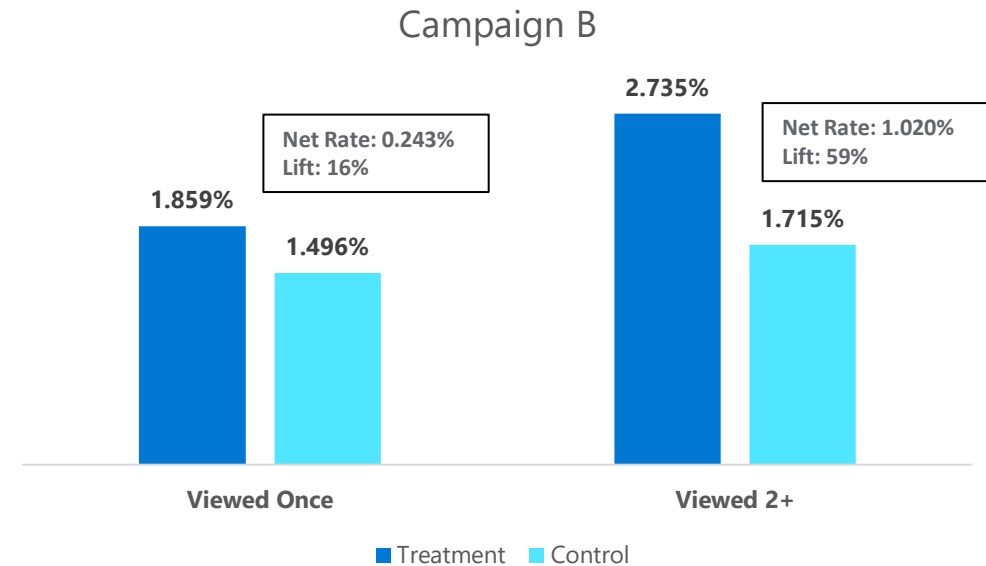
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Viewed Once vs. Viewed 2+ (Category Conversion)

- For both campaigns, multiple views drove higher category conversion lift than a single view, but a single view still drove lift
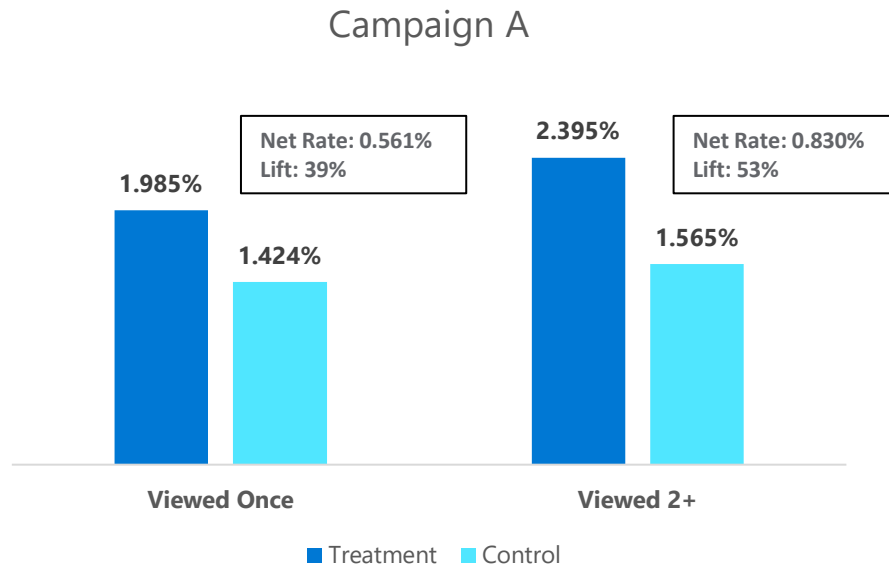
Campaign A

1.985% Net Rate: 0.561% Lift: 39% 2.395% Net Rate: 0.830% Lift: 53%

1.424% 1.565%

Viewed Once   Viewed 2+

■ Treatment ■ Control

N: Viewed 2+ – 5,441 | Viewed Once – 12,532
Statistical Significance: Viewed Once and Viewed 2+ Net rates statistically significant at >90% confidence.

Campaign B

2.735% Net Rate: 1.020% Lift: 59%

1.859% Net Rate: 0.243% Lift: 16%

1.496% 1.715%

Viewed Once   Viewed 2+

■ Treatment ■ Control

N: Viewed 2+ – 6,364 | Viewed Once – 13,280
Statistical Significance: Viewed Once Net rate directionally significant at >80% confidence. Viewed 2+ Net rates statistically significant at >90% confidence.

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Takeaways for Advertisers

Unbranded healthcare search advertising drives impact on brand and category conversion

Exposure to search ads alone – not just clicks – drives increase in brand and category conversion

Mainline ad exposure has more impact than bottom-of-page placements

Multiple ad exposures deliver higher lifts, but a single exposure also drives significant brand conversions

Actions and Resources for Healthcare marketers

As a marketers it's important — now more than ever — to stay up to date with the most impactful and current trends in the industry.

We've compiled some actions and resources to help you continue to grow your business and expand your reach in 2021.

✓ Prioritize Search based on value of exposure, not just click.

✓ Appearing in mainline ad positions has more impact than results lower on the results page.

✓ Optimize frequency: Viewing more than one ad is more impactful than viewing a single ad.

✓ Measure your search campaign to understand true value.

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About Veeva Crossix and Microsoft Advertising

Veeva Crossix partners with top health brands to maximize media and marketing effectiveness through robust data analytics. Fueled by our privacy-by-design, patented Crossix SafeMine technology, Crossix connects the industry's most comprehensive set of health and non-health data, covering more than 300 million lives in the United States.

Crossix DIFA, our best-in-class, cloud-based platform, allows real-time measurement and optimization of complex, cross-channel media campaigns aimed at patients and healthcare professionals.

Customers include the top 20 pharma companies, leading health systems, pharmacies and other wellness brands.

Microsoft Advertising. Intelligent connections

Represent your brand at its best with advertising solutions guided by an uncompromising respect for privacy, brand safety, and data security. Microsoft Advertising provides intelligent solutions that empower you to deliver engaging, personalized experiences to over a half a billion people worldwide. Bing powers billions of searches monthly on the Microsoft Search Network, including Verizon Media properties (AOL, Yahoo), platforms like Amazon and Apple, and on Microsoft services like Windows, Office and Microsoft Edge.

Extend your reach and campaign performance with Microsoft Audience Network, high-quality native placements across devices on premium sites like MSN, Outlook.com, Microsoft Edge, and select publisher partner properties. Only Microsoft Advertising offers LinkedIn Profile targeting on search and native to help you find highly relevant audiences based on their company, job function and industry. With Microsoft Advertising, gain access to in-depth insights, intelligent advertising tools that use AI to improve campaign performance and audience targeting solutions to create more personalized advertising experiences.

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