TV and search insights for Pharma advertisers

Microsoft Advertising. Intelligent connections.
Consider the entire customer decision journey

**STEP 01** High reach channel stimulus

**STEP 02** Decision to begin research

**STEP 03** Brand & Category searches

**STEP 04** Consideration & price compare

**STEP 05** Engage with Paid & Organic Search

**STEP 06** Abandon research, continue browsing

**STEP 07** Re-engage product comparison

**STEP 08** Remarketing for Future Bookings, Offline Data
Consider the entire customer decision journey

**STEP 01**
High reach channel stimulus

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Re-engage product comparison

**STEP 08**
Remarketing for Future Bookings, Offline Data
ROI comparison for channel strategies: single channel strategy vs. combined

- Offline: +25%
- Online: +45%
- Offline + Online: +45%
In comparing single and dual-condition medication name TV creatives, which is most likely to cause an immediate behavior change toward pulling up a search engine and searching for the brand?
Overview of data collected and reviewed

<table>
<thead>
<tr>
<th>Creative Name</th>
<th>Total Runtime (Seconds)</th>
<th>% Lift in Searches (Relative)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Creative Title #1</td>
<td>7,013,820</td>
<td>0.45%</td>
</tr>
<tr>
<td>Dual Condition Creative</td>
<td>3,630,060</td>
<td>-0.29%</td>
</tr>
<tr>
<td>Single Condition Creative #1</td>
<td>3,415,020</td>
<td>-1.09%</td>
</tr>
<tr>
<td>Creative Title #2</td>
<td>2,696,520</td>
<td>1.48%</td>
</tr>
<tr>
<td>Creative Title #3</td>
<td>1,626,420</td>
<td>-3.13%</td>
</tr>
<tr>
<td>Single Condition Creative #2</td>
<td>457,200</td>
<td>3.25%</td>
</tr>
</tbody>
</table>

Source: Internal Microsoft Data – 10/28/2019 – 01/31/2020
Dual vs. single condition creative for Rheumatoid Arthritis (RA) and Psoriatic Arthritis (PsA)

**Single Condition Creative #2**
Single Condition: **Rheumatoid Arthritis**

**Single Condition Creative #1**
Single Condition: **Psoriatic Arthritis**

**Dual Condition Creative**
Dual Condition: **Rheumatoid Arthritis Psoriatic Arthritis**
Better together: search and TV
All-up % lift post vs. pre ad-exposure for each creative

<table>
<thead>
<tr>
<th>Creative Name</th>
<th>Condition</th>
<th>% Lift in Searches (Relative)</th>
<th>% Lift in Clicks (Relative)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Single Condition Creative #2</td>
<td>Single RA</td>
<td>3.25%</td>
<td>5.47%</td>
</tr>
<tr>
<td>Single Condition Creative #1</td>
<td>Single PsA</td>
<td>-1.09%</td>
<td>-0.98%</td>
</tr>
<tr>
<td>Dual Condition Creative</td>
<td>Dual RA + PsA</td>
<td>-0.29%</td>
<td>1.13%</td>
</tr>
</tbody>
</table>

Source: Internal Microsoft Data – 10/28/2019 – 01/31/2020
Better together: search and TV – query details
% lift post vs. pre ad-exposure for each creative

<table>
<thead>
<tr>
<th>Queries Containing</th>
<th>Single Condition Creative #2 (RA)</th>
<th>Single Condition Creative #1 (PsA)</th>
<th>Dual Condition Creative (RA + PsA)</th>
</tr>
</thead>
<tbody>
<tr>
<td>medication name</td>
<td>Searches: 6.67%</td>
<td>Searches: 0.95%</td>
<td>Searches: 1.36%</td>
</tr>
<tr>
<td>(without select conditions)</td>
<td>Clicks: 6.53%</td>
<td>Clicks: 1.00%</td>
<td>Clicks: 1.64%</td>
</tr>
<tr>
<td>medication name +</td>
<td>Searches: -66.67%</td>
<td>Searches: -23.52%</td>
<td>Searches: 12.20%</td>
</tr>
<tr>
<td>rheumatoid</td>
<td>Clicks: -66.67%</td>
<td>Clicks: -20.83%</td>
<td>Clicks: 68.75%</td>
</tr>
<tr>
<td>medication name + psoriatic</td>
<td>Searches: 150.00%</td>
<td>Searches: -15.63%</td>
<td>Searches: 64.29%</td>
</tr>
<tr>
<td></td>
<td>Clicks: 0.00%</td>
<td>Clicks: -20.00%</td>
<td>Clicks: 88.89%</td>
</tr>
<tr>
<td>medication name + arthritis</td>
<td>Searches: 43.48%</td>
<td>Searches: 14.52%</td>
<td>Searches: 29.89%</td>
</tr>
<tr>
<td></td>
<td>Clicks: 8.70%</td>
<td>Clicks: 5.56%</td>
<td>Clicks: 75.00%</td>
</tr>
</tbody>
</table>

Source: Internal Microsoft Data – 10/28/2019 – 01/31/2020
Post-commercial queries

**Single Condition Creative #2 (RA)**

For queries with a positive lift:
- **15.8%** were reaction/side effect related
- **11.0%** contained "inject"
- **6.8%** contain "cost" or "pay"
- **6.2%** contained a condition

**Single Condition Creative #1 (PsA)**

For queries with a positive lift:
- **7.7%** were reaction/side effect related
- **5.6%** contained "inject"
- **5.9%** contained a condition

**Dual Condition Creative (RA+PsA)**

For queries with a positive lift:
- **10.1%** were reaction/side effect related

For net-new queries:
- **7.9%** included at least one condition

Source: Internal Microsoft Data – 10/28/2019 – 01/31/2020
Summary

Of the individual creatives, *Single Condition Creative #2 (RA)* had the largest uptick in all-up searches and clicks.

*Dual Condition Creative* had the most consistent positive performance with condition-containing queries.

Searchers are interested in side effects and conditions when searching post-airsing.
To get actionable data, insights and best practices to help make decisions and grow your business, visit MicrosoftAdvertising.com/Insights