



TV and search insights for Pharma advertisers

Microsoft Advertising. Intelligent connections.

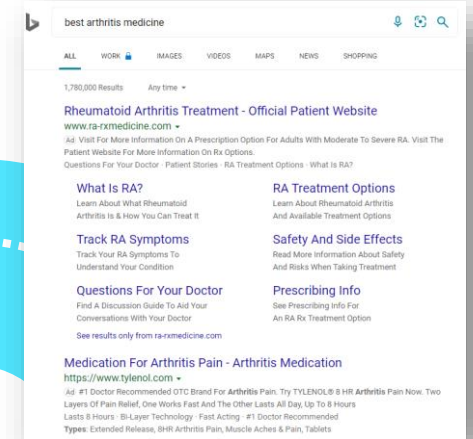
Consider the entire customer decision journey



STEP 01
High reach
channel
stimulus



STEP 02
Decision to
to begin
research



STEP 07
Re-engage
product
comparison

STEP 08
Remarketing
for Future
Bookings,
Offline Data

STEP 04
Consideration
& price
compare

STEP 03
Brand &
Category
searches

STEP 05
Engage with Paid
& Organic Search

STEP 06
Abandon
research,
continue
browsing



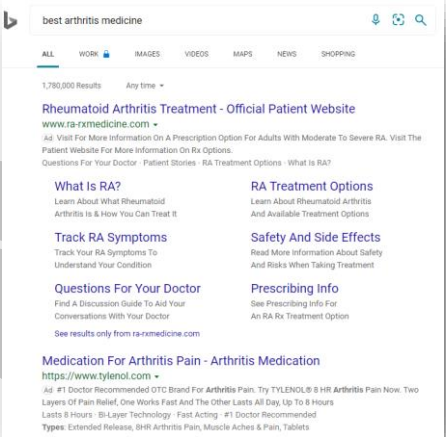
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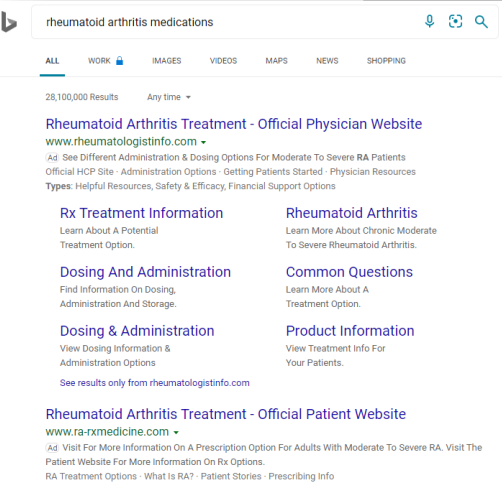
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STEP 02
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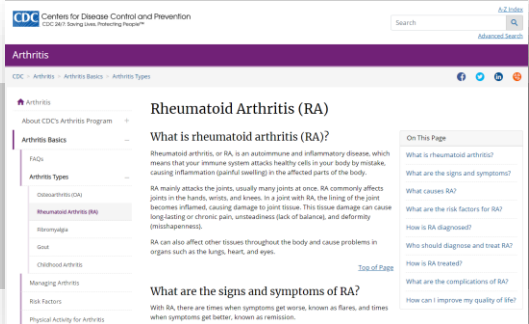
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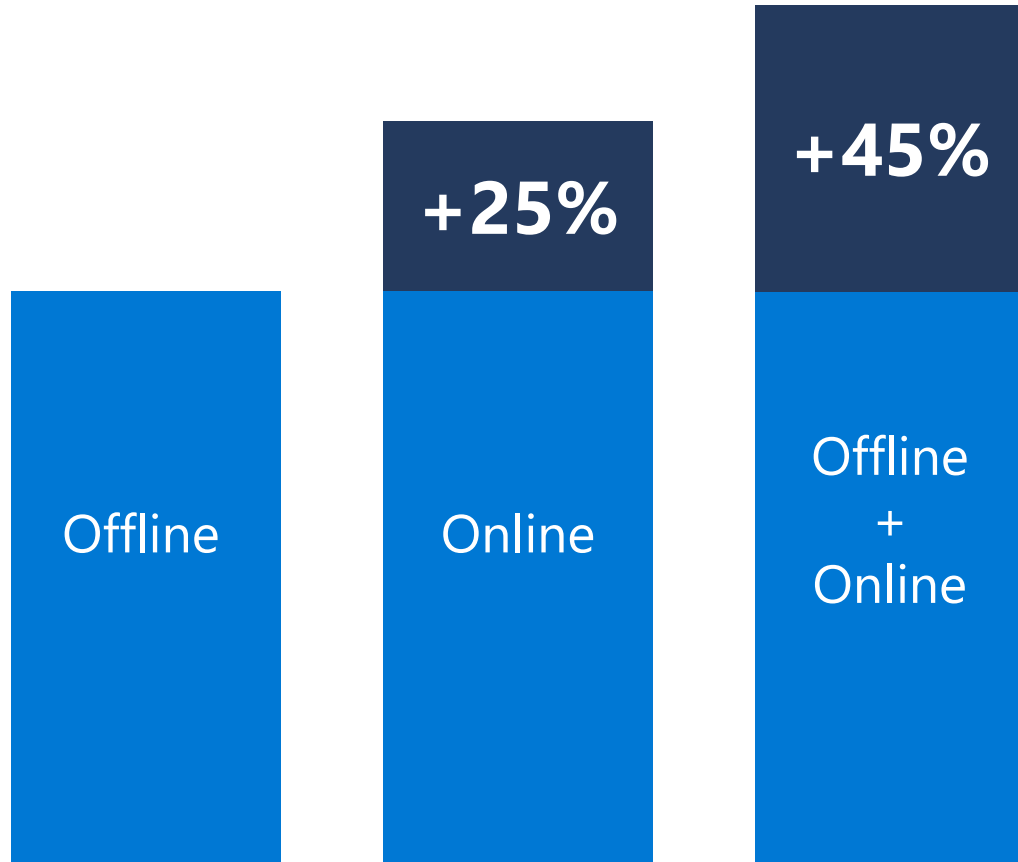


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STEP 07
Re-engage
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ROI comparison for channel strategies: single channel strategy vs. combined



ROI Comparison: Single Channel Strategy vs. Combined. Source: Analytic Partners ROI Genome; Analysis based on over 3,200 campaigns from 2012-201



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?



ComScore
captured

6 creatives

across 64
media outlets

and 1,537
programs

Overview of data collected and reviewed

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

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

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

Better together: search and TV – query details

% lift post vs. pre ad-exposure for each creative

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

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

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-airing

To get actionable data, insights and best practices to help make decisions and grow your business, visit MicrosoftAdvertising.com/Insights



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