

Case Study

Pharmaceutical



Objective

A prescription medication brand, used for the prevention of stroke, heart attack, and other events in people with acute coronary syndrome, launched its first programmatic DOOH campaign with Place Exchange.

The medication brand wanted to drive awareness of the product in areas within top DMAs that over-indexed against their target audience.

The brand focused on street furniture inventory to ensure the medication disclaimer text (“Important Safety Information” or ISI) was legible and that pedestrians could easily scan a QR code for more information.



Campaign Goals & Metrics Summary

Goals	Success Metrics	Methodology
<ul style="list-style-type: none">● Reach the medication brand's target audience with OOH messaging in high-indexing locations within top DMAs● Enable the brand to retarget consumers exposed to the DOOH campaign with online video ads to drive consumers down the funnel	<ul style="list-style-type: none">● Maximize impressions against the target audience and drive strong awareness and affinity● Measure click-through rate (CTR) from online video retargeting	<ul style="list-style-type: none">● Leverage third-party audience data to target programmatic DOOH screens in locations that over-index against a <i>Heart Attack Survivor</i> target audience● Use Place Exchange to seamlessly activate DOOH campaign programmatically and retarget exposed consumers

Audience Targeting

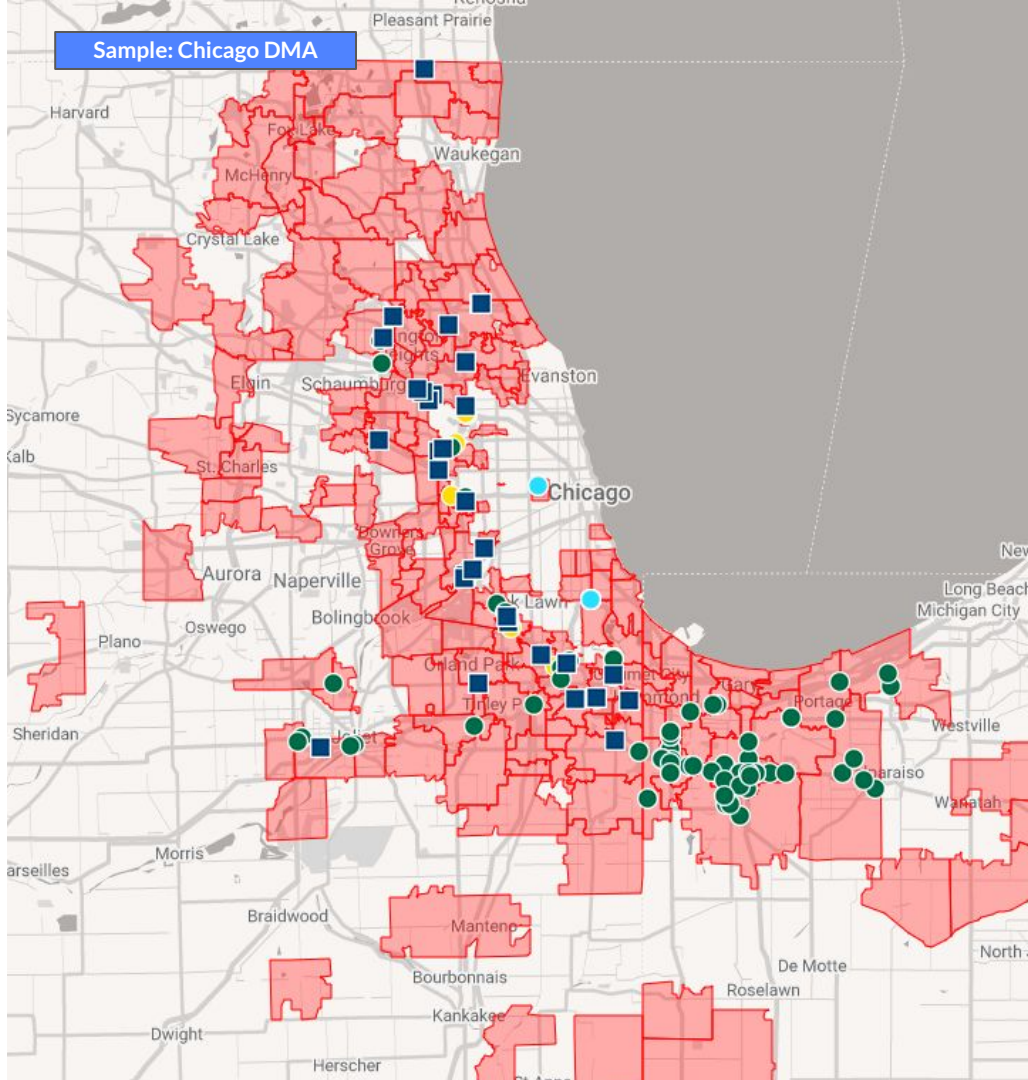
Leveraging third-party data, Place Exchange identified a list of target zip codes with high concentrations of a *Heart Attack Survivors* segment. Place Exchange mapped and delivered ads to the available DOOH street furniture inventory within the target areas.

Map shows a sample of targeted zip codes and Place Exchange inventory.

Legend

Various PX publisher screens

Over-Indexing Zip Codes (Index 120+)



Brand Measurement Study

The medication brand partnered with MFour to measure brand lift across all Intersection OOH inventory, including LinkNYC kiosks, Interactive Kiosks, Digital Urban Panels, and Digital Bus Shelters.

MFour tracks the location of 10 million daily consumer journeys through its app Surveys On The Go®. MFour geofences where a campaign's OOH displays are located, to test ad recall and impact on those who were exposed vs. those who weren't, within hours of a validated visit to an OOH ad location.



Brand Measurement Study Results

From consumers that recalled the ad (all ages):

77%

reacted positively and liked the ads

73%

said their opinion of the medication brand improved as a result of the ads

60%

were likely to talk to their doctor or loved ones about the brand

From consumers that were exposed to the ad (35 years and older):

67%

were likely to scan the QR code

79%

were likely to visit the brand's website

38%

were likely to talk to their doctor or loved ones about the brand

QR Code Call-to-Action

Prescription medication ads that include the product's name and use also require a disclaimer displayed with the drug information and any potential health risks.

The medication brand leveraged DOOH street furniture assets that ensured text legibility for pedestrians. The eye-level screens allowed the brand to include a QR code call-to-action in the creative.

Pedestrians could easily scan the code and be directed to a website to learn more about the product.



Retargeting DOOH-exposed consumers

Place Exchange's unique ability to capture and pass mobile IDs enables marketers to retarget users exposed to DOOH campaigns via other channels (web, mobile, social, etc.) and drive consumers down the funnel through omnichannel retargeting.

The medication brand leveraged these capabilities to build a retargeting segment for its online video campaign.



Campaign Results

Campaign overview of 9-week flight:

22M

total impressions delivered by
Place Exchange

DOOH retargeting segment performance in online video campaign*, reported by Matterkind:

No.1

driver of site visits compared to all other display advertising tactics

3.5x

higher CTR generated by DOOH retargeting segment than any other display tactic

\$0.05

cost per video completion

These strong performance metrics indicated that audiences reached by DOOH are highly qualified and ready to take action.

(*not inclusive of site retargeting)

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