

# Case Study

## Weight Loss Medication



# Objective

A pharma provider was looking to increase nationwide brand recognition and awareness of their weight loss medication.

Place Exchange was tapped to programmatically deliver ads across in-car moving media DOOH displays that could accommodate the brand's 75-second ad, taking advantage of the long dwell time and captive attention of riders.

The provider wanted to use this campaign to understand how a DOOH campaign would perform against Veeva Crossix metrics.



# Campaign Goals & Metrics Summary

Goals	Success Metrics	Methodology
<ul style="list-style-type: none"><li>● Reach a nationwide audience using a variety of premium in-car moving media screens across major markets.</li><li>● Demonstrate above benchmark lift across the various Veeva Crossix pharma KPIs</li></ul>	<ul style="list-style-type: none"><li>● Maximize impressions delivered within all markets</li><li>● Veeva Crossix Net Impact Analysis metrics:<ul style="list-style-type: none"><li>○ Post exposure activation</li><li>○ Conversion rate</li></ul></li></ul>	<ul style="list-style-type: none"><li>● Select available in-car inventory</li><li>● Utilize Place Exchange to seamlessly activate the DOOH campaign programmatically across multiple premium OOH media owners</li></ul>

# Campaign Results

Overview of month-long flight :

**20 million**

total impressions delivered  
by Place Exchange nationwide

Measurement results demonstrate lift across recorded metrics, all exceeding Veeva Crossix baselines:

Measured by **Veeva**

**17%** lift in endocrinologist visits

**14%** lift in cardiologist visits

**12%** lift in conversion

# Unlock the real power of OOH

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