Case Study Overview

Client	Pharmaceutical Comapny
Product	Brand X
Channel	Mobile
Goal	Convert patients to Brand X

4INFO drove conversions to Brand X at a net rate of 0.04% (or 57% lift) vs. control. The net was 1067 new patient starts on Brand X.

Summary

A major pharmaceutical company wanted to reach an audience with a high propensity for treatment of the relevant condition category with advertising delivered on smartphones and tablets. They selected Crossix as a predictive model and campaign measurement partner. 4INFO delivered the advertising and Crossix tracked the campaign to determine the actual impact of those mobile ads.

Crossix developed a predictive model based on Rx and other data to identify consumers with high likelihood to treat the relevant condition. 4INFO served media based on these models, while avoiding audiences less likely to convert to Brand X.

Campaign Goals

- Identify and reach prospective patients most likely to convert to Brand X

- Determine if the 4INFO campaign using Crossix audience segments reached a more targeted audience

- Determine if the 4INFO campaign using Crossix audience segments drove incremental sales impact compared to other digital partners involved in the broader campaign

Key Results

While both 4INFO and other partners drove conversion to category, 4INFO (0.75%) had higher net conversion than other partners (0.60%)

Conversion to Category Among Audience Exposed

(Through 3 Months Post-Exposure)

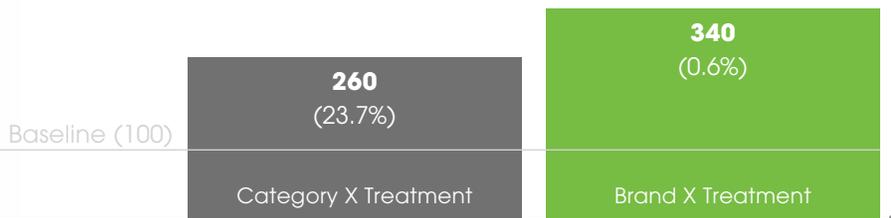|	Control	Exposed		Control	Exposed
Other Partners (Total)	1.45%	2.05% (.60% net)	4INFO	2.12%	2.87% (.75% net)
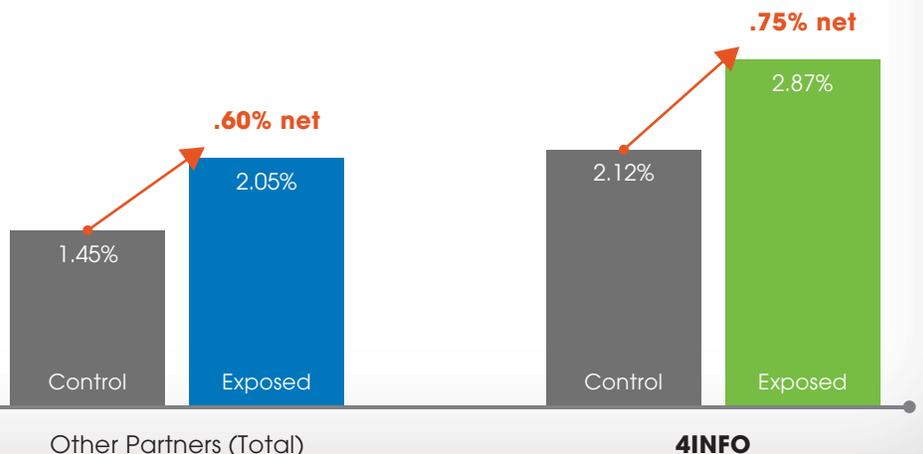
Results

The 4INFO campaign that leveraged Crossix audience segments reached a qualified audience treating in category, and 4INFO was effective in driving conversions among the targeted audience. In addition, 4INFO was more targeted and drove higher conversion impact than other partners. As a result, the client indicated plans to scale up the 4INFO campaign using the Crossix targeting approach.

4INFO campaign was highly targeted in terms of reaching individuals treating in Category X and with Brand X.

Treatment Index* of Exposed Audience
(Percentage Treating)

Baseline (100)

260 (23.7%)	340 (0.6%)
Category X Treatment	Brand X Treatment

The 4INFO campaign drove conversions to Brand X at a net rate of 0.04% (or 57% lift) vs. control (i.e., matched individuals not exposed to the campaign). This resulted in 1,067 new Brand X starts.

Conversion to Brand X Among Audience Exposed
(Through 3 Months Post-Exposure)

0.07%	0.11% **57% lift above control**
Control (Not Exposed)	Exposed

Results:
1067 new
Brand X starts

Healthcare consumers are a valuable and growing audience segment. Contact 4INFO to reach your consumers in mobile and measure sales lift. Visit 4info.com for more information.

* Index that compares the respective treatment behavior of exposed audience vs general pharmacy-going population (baseline index of 100)