



The Impact of TV Ads on Incremental Patients and Pharmaceutical Prescription Sales

TV advertising resulted in 10,000+ incremental patients*.

Objective:

Pharmaceutical industry spending on direct-to-consumer (DTC) advertising increased 19% between 2014 and 2015 – from \$4.3 billion to \$5.4 billion. And, from 2011 to 2015, DTC TV ad spending (vs. all pharma ad spending) increased from 55% to 69%¹. Given this rise in ad spending, pharmaceutical companies have a vested interest in measuring the value of TV promotion. A biopharmaceutical company approached TiVo for a solution that would quantify the ability of TV ads to drive incremental patients and actual prescription sales.

¹Kantar Media, [referenced study](#)

*Incremental patients refers to consumers that obtained prescriptions due to the ad campaign.

Methodology:

TiVo leveraged its single-source TV ad exposure and prescription behavioral data to measure the change in prescription behavior following known ad exposure. This approach measured households exposed to TV ads, then utilized a blind third-party match of these households to patient-level data. The methodology uses HIPAA-compliant methods to link, measure and track anonymized patient-level diagnosis and treatment across the complete continuum of care.

Campaign Promotional Channels:

- National broadcast TV networks
- National cable TV networks

FINDINGS:



THE AD CAMPAIGN OFFERED A POSITIVE ROI

The national TV ad campaign resulted in more than 10,000 incremental patients.



HIGH AD EXPOSURE YIELDED NEW PATIENTS

45% more new patients were acquired as a result of high exposure to the advertising campaign.

