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The Optimal Media Mix to Drive Scripts (Rx)

Google MarketShare Partners
White-labeled Pharmaceutical Ad Effectiveness Study
Global 2009

Executive Summary

Business Situation:

A Global Pharmaceutical company with a prescription drug to treat an acute seasonal illness wanted to understand the incremental effect of marketing on prescriptions. Specifically, the company looked to quantify the impact of digital channels on scripts.

Study Background:

The pharmaceutical company turned to Market Share Partners to build a model to quantify the impact of promotion and sales channels on prescriptions. Specifically the company looked to answer:

- What is the optimal media mix for driving total scripts?
- How is spend in traditional advertising amplified by online media?
- What is the effect of online media on filling prescriptions?

Study Methodology

- **The Global Pharmaceutical Company** supplied historical levels of total scripts written and media spend by channel.
- **Google** supplied search data related to the business to evaluate the impact of search within a broader media campaign.
- Using this data and other business drivers, **MarketShare Partners**, developed advanced econometric models to isolate the impact of marketing mix on new account openings.

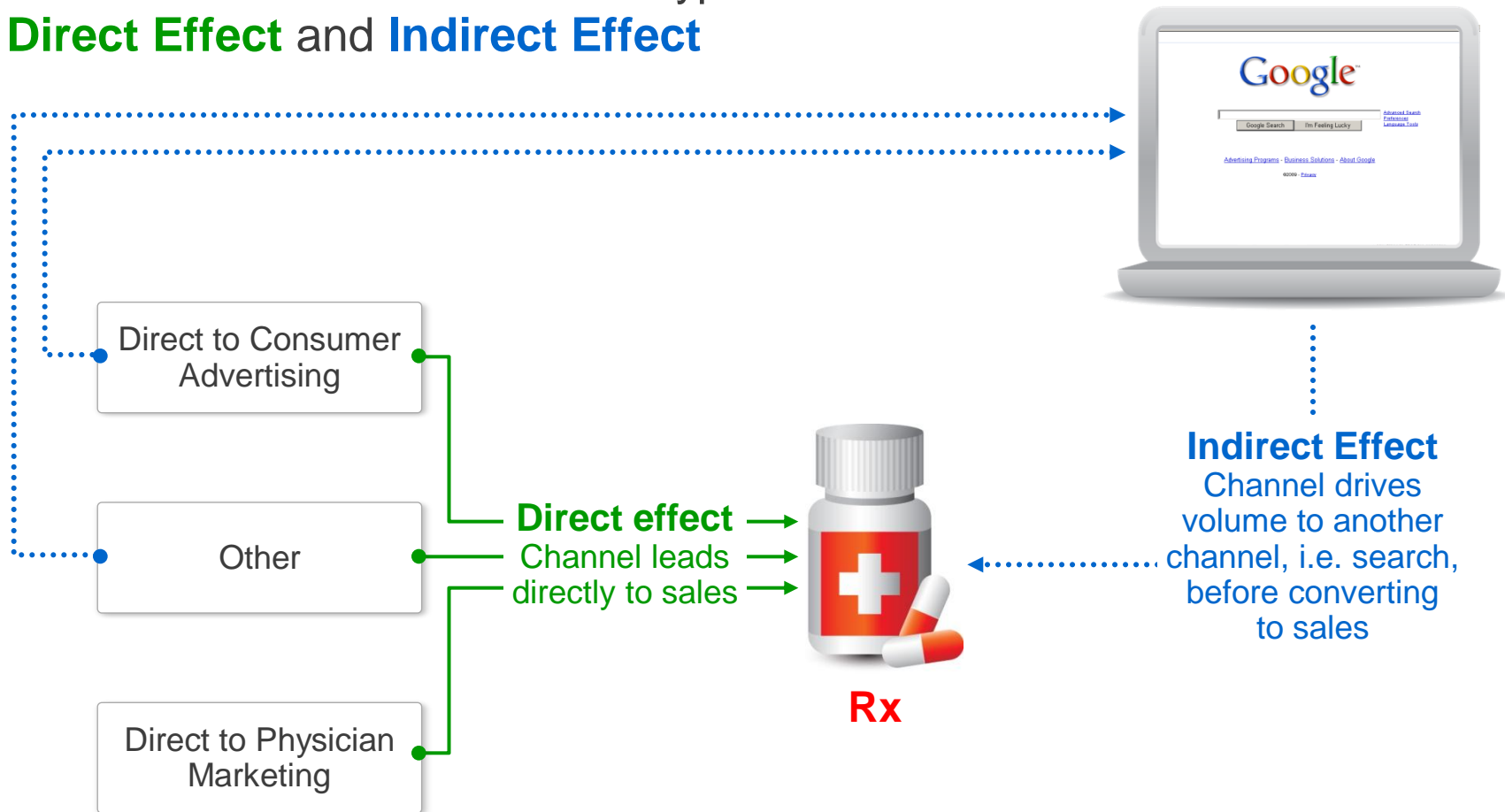
Study examined the effects on new scripts on:

- Traditional Media, both TV and print (alone)
- Online Media, both display and search (alone)
- Integrated Media (traditional and online media combined)



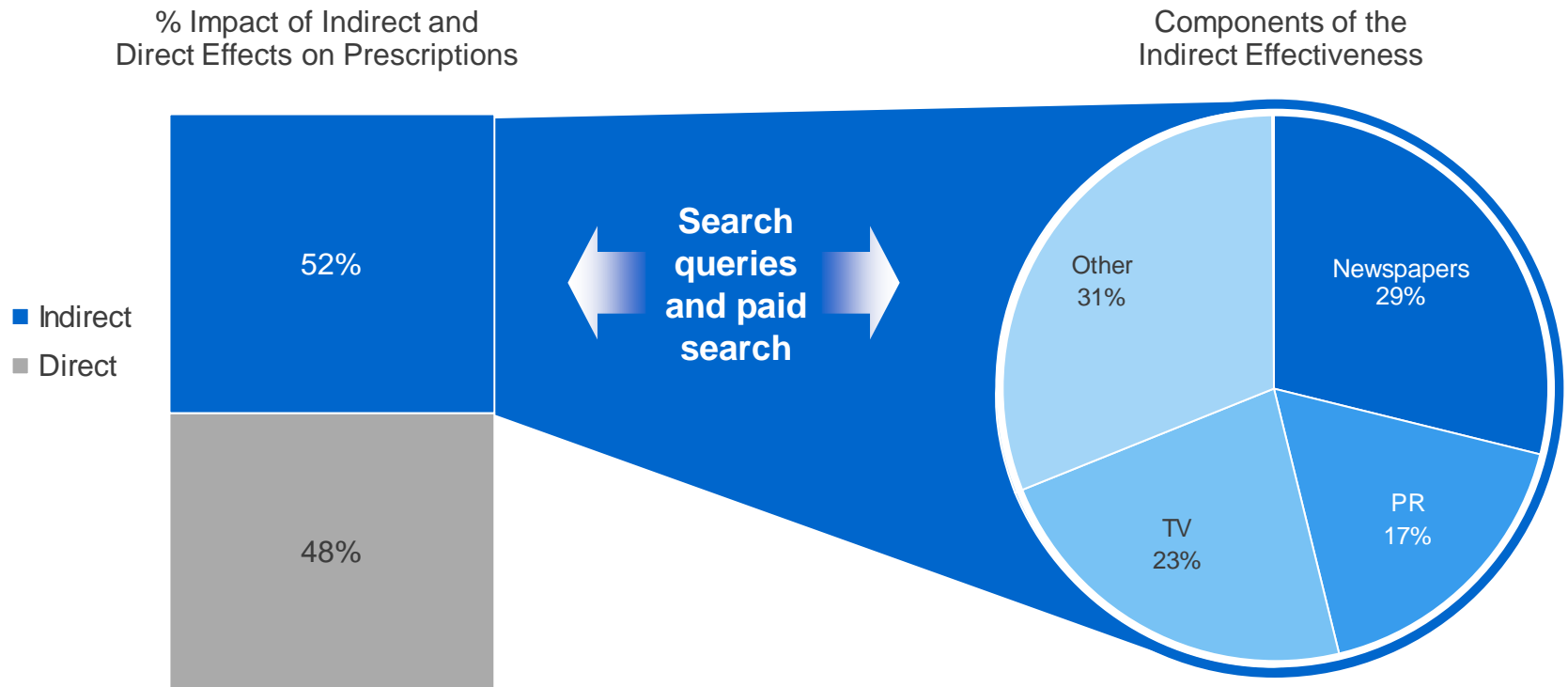
Direct and Indirect Effects of Media Lead to Rx

Each channel has two different types of effectiveness:
Direct Effect and **Indirect Effect**



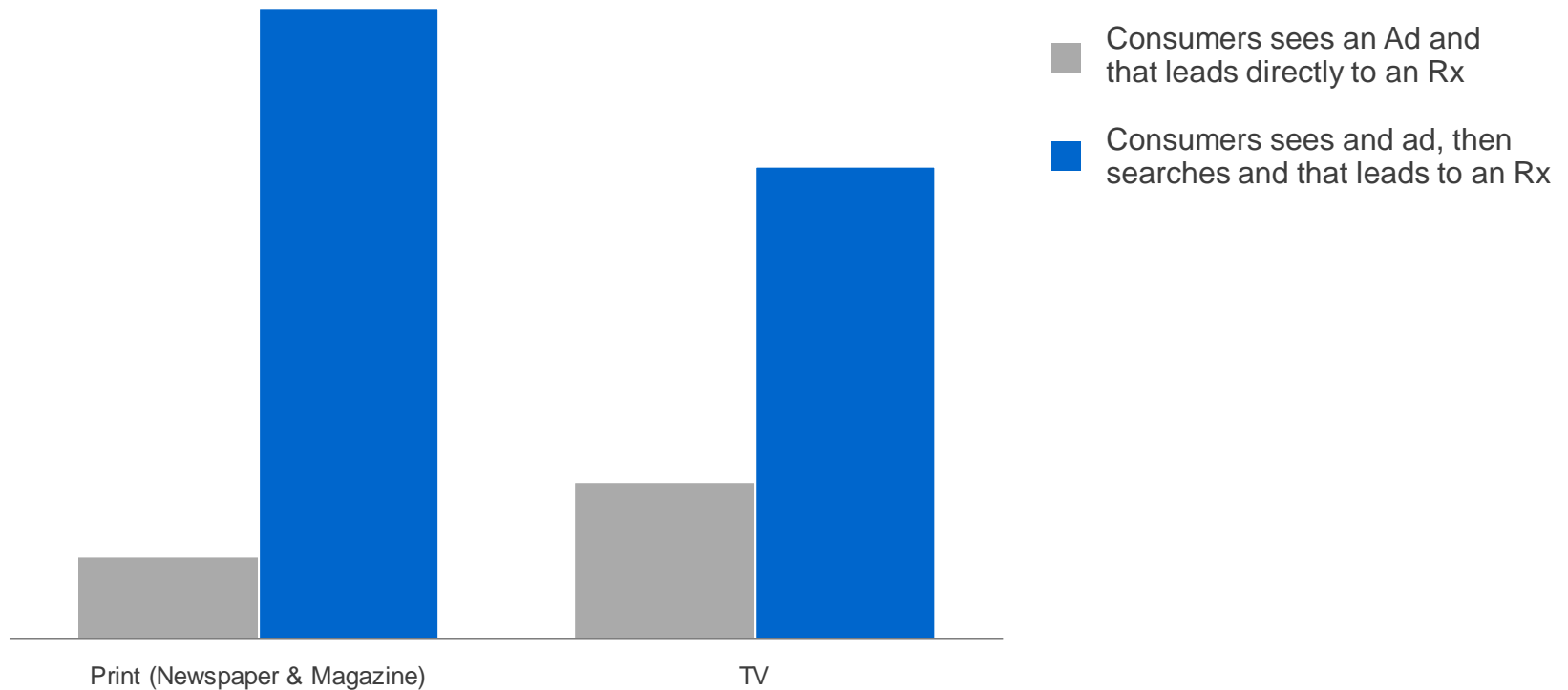
TV, Print and PR Effect on Scripts Amplified by Search

Indirect effects, driven by search, accounts for over half of marketing's total effectiveness



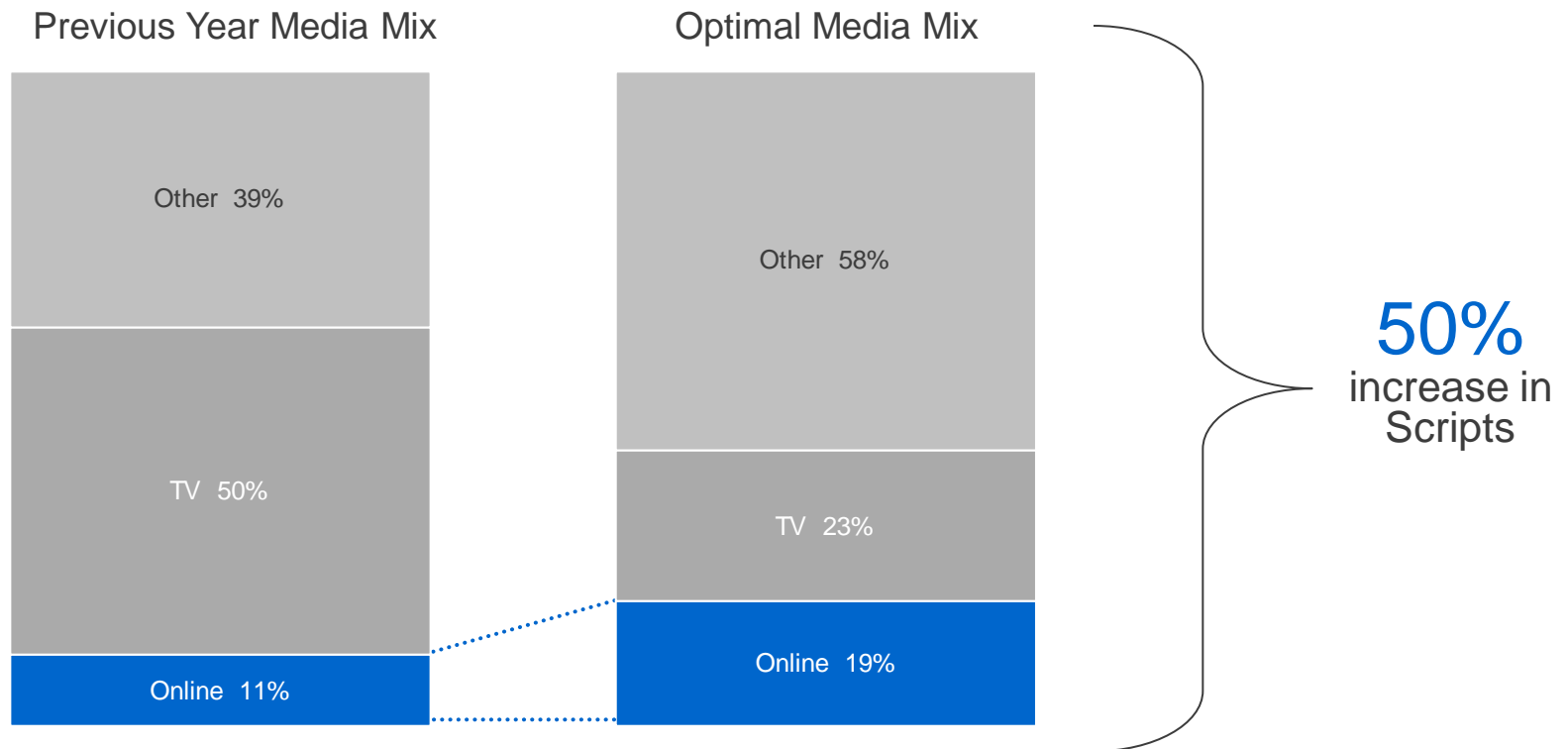
Impact of the Indirect Path to Scripts

TV and Print Media Amplified by Search



Increased Online Allocation Leads to Increase in Scripts

Results showed a **50% increase** in prescriptions by increasing online allocation by 73% and decreasing TV allocation by 54%.



Key Takeaways

1 Consumers searches after exposure to traditional advertising amplifies affect of media

2 TV, Print and PR are amplified by search

3 Increase in online allocation in total media leads to increase in prescriptions

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