

Crossix Case Study

Cross Channel Impact



Client Business Challenge

A brand marketing a common condition wished to evaluate the impact of their multi-channel branded DTC campaign and answer key business questions:

- Are individual channels reaching relevant audiences and driving patient action?
- What channels are most cost-effective in driving brand conversions?



Key Takeaways

- Point of Care was the most cost-efficient driver of conversions. POC Drove 17% of the NBRx attribution with only 2% of the media investment.
- The combination of POC and Television ranked 2nd in terms of unique reach among consumers for a branded multi-channel DTC campaign.



Campaign effectively reached 260MM+ Consumers

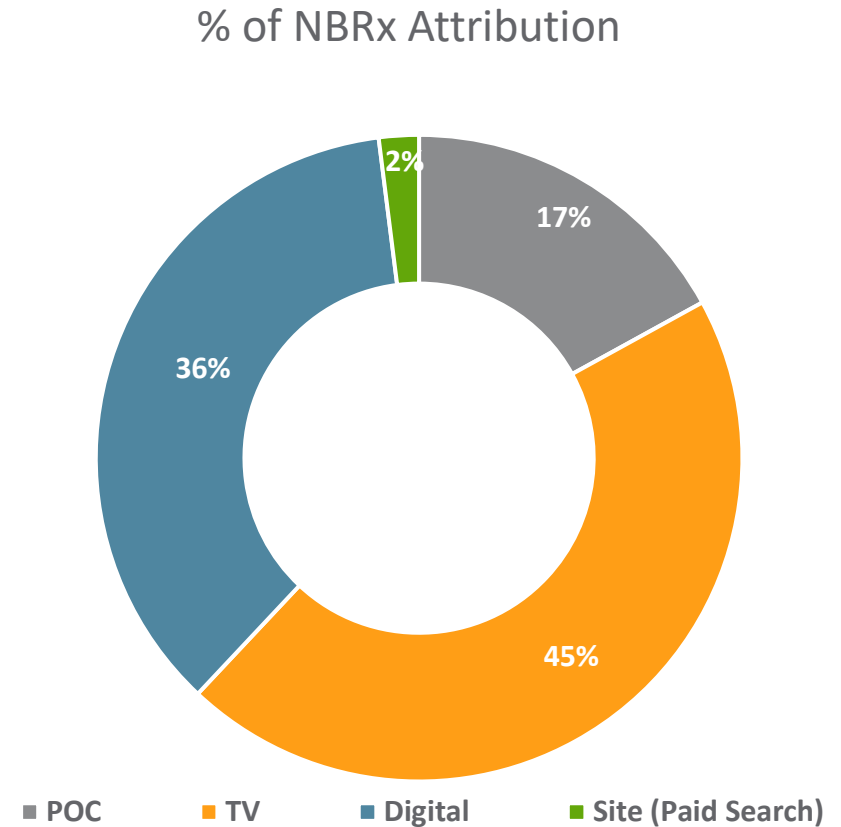
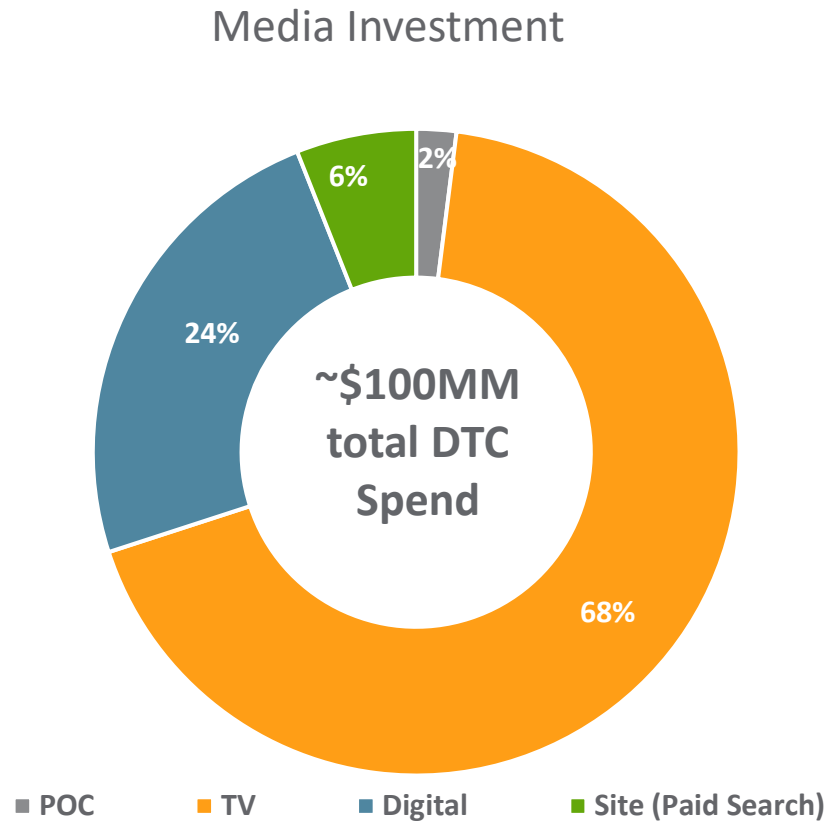
Channel Exposure	Unique Reach	Share
TV Only	180MM	69%
POC and TV	40MM	15%
Digital Only	10MM	4%
Digital and TV	9MM	3%
POC Only	5MM	2%

- More than 2/3 (69%) of the audience was only exposed to linear TV
- The largest channel overlap was between POC and TV (40MM consumers)

Source: Veeva Crossix, Cross Channel Impact, 1H 2022



POC is a Cost-Efficient Driver of Conversions



Source: Veeva Crossix, Cross Channel Impact, 1H 2022

