

Tune In: TV Planning & Optimization Insights You Won't Want to Miss

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WHO IS CROSSIX

The logo for CROSSIX features the word "CROSSIX" in a bold, blue, sans-serif font. A small orange circle is positioned above the letter "I".

CROSSIX

The Leader in **Consumer-Centric**
Healthcare Marketing Analytics

Data-driven. Data-proven.



FUNDAMENTALLY DIFFERENT & MORE POWERFUL



LARGEST-EVER EXPANSION OF HEALTH DATA

Crossix has just completed our **largest-ever expansion of health data**, not just in terms of **volume**, but in its **uniqueness** as well. Part of this growth derives from our new partnership with **Optum**, a UnitedHealth Group company.

WHAT WE DO

Crossix leverages its **proprietary data network** and **patented analytics methodology** to empower clients to:

Profile

Understand your audience by connecting granular Rx, OTC & medical data with consumer data

Optimize

Apply audience & impact learnings for future campaigns



Target

Leverage predictive models to reach consumers likely-to-treat on brand

Measure

Evaluate quality of audience reached and brand sales impact

HOW TV HAS BEEN PLANNED & MEASURED

- Demo data
- GRPs
- Qual/Quant research
- Marketing mix measurement



BUT THE APPROACH HAS EVOLVED



- Measuring true ROI
- Targeting based on predictive health data
- Smarter planning data
- Optimization through greater granularity
- Evaluating TV in concert with other media

THE INDUSTRY CAN NOW PRECISELY MEASURE ROI

Return
On
Investment

A person in a suit is writing the words 'Return On Investment' on a whiteboard. The word 'Return' is on the top line, 'On' is on the middle line, and 'Investment' is on the bottom line. The letters 'Return', 'On', and 'Investment' are written in a mix of white and yellow. The person is holding a black marker and is in the process of writing the final 't' of 'Investment'. The background is a blurred office setting.

No longer need to rely on surveys, proxy measures and media/
marketing mix models to approximate the **value of TV campaigns**

TV MEDIA—ROI BASED ON ACTUAL EXPOSURE DATA

Measuring the true ROI of TV campaigns is now possible. In Crossix's experience, we've observed a range of ROI values across campaigns.



TV Campaign ROI

Campaign	ROI (Overall Campaign)
Brand A	2.4:1
Brand B	1.9:1
Brand C	1.6:1
Brand D	2.5:1

THE INDUSTRY IS EMBRACING MORE PRECISE TARGETING



Pharma is leveraging **new technology** and **predictive data** to target relevant health audiences more efficiently

TARGETED TV MEDIA DRIVES INCREMENTAL IMPACT



Net Conversion Rate (Relative to Overall Campaign Through 4 Months)

Without Targeting	With Targeting
1.0x	3.7x

Targeted media using individual treatment propensity scores drove nearly 4x greater impact

THE EMERGENCE OF SMARTER PLANNING DATA

Old Approach

Ratings

NETWORK PRIMETIME SERIES RANKINGS		
2012-2013 SEASON: ADULTS 18-49		
		RATING/SHARE
1	NBC	NBC SUN NIGHT FOOTBALL 7.9/20
2	CBS	BIG BANG THEORY 6.2/19
3	NBC	THE VOICE 5.1/14
4	ABC	MODERN FAMILY 4.9/13
5	NBC	THE VOICE-TUE 4.6/13
6	FOX	AMERICAN IDOL-WEDS 4.6/13
7	FOX	AMERICAN IDOL-THURS 4.3/13
8	FOX	THE FOLLOWING 4.3/11
9	CBS	TWO & A HALF MEN 4.1/12
10	ABC	GREY'S ANATOMY 4.1/11
11	CBS	NCIS 4.0/12
12	NBC	FOOTBALL NT AMERICA PT 3 4.0/11
13	NBC	REVOLUTION 3.9/10
14	CBS	2 BROKE GIRLS 3.7/9
15	CBS	HOW I MET YOUR MOTHER 3.7/10
16	FOX	FAMILY GUY 3.6/9
17	ABC	ONCE UPON A TIME 3.6/9
18	CBS	SURVIVOR: PHILIPPINES 3.5/10
19	FOX	X-FACTOR-WEDS 3.5/10
20	CBS	NCIS: LA 3.4/9

Demo & Geo Data



New Approach



Brands can leverage more meaningful data to select the **best programs, networks, and dayparts** to run media on

DEMO ALONE DOES NOT TRANSLATE TO TREATMENT

In many cases, focusing on whether the campaign is reaching the right demo actually obscures whether the audience is treating in category.



% Audience Within Demo Target

Rank	Network
1	E! Entertainment
2	Reelz
3	TBS
4	A&E
5	Bravo
6	SyFy
7	USA
8	Turner Network
9	Food Network
10	Lifetime

% Audience Treating in Category

Rank	Network
1	TV Land
2	TV One
3	Reelz
4	HGTV
5	Weather Channel
6	E! Entertainment
7	Oprah Winfrey Network
8	Turner Network
9	Hallmark
10	Science Channel

ANALYZE CAMPAIGN REACH AND APPLY LEARNINGS



By analyzing the reach of a campaign based on a brand targeting index, marketers can apply learnings to reduce media waste

Actual
Audience Reach of Campaign

Network	Program	Brand X Targeting Index	Brand X Target Average CPP
NBC	UP ALL NIGHT 1/5	255	\$287
CBS	60 MINUTES 1/1	210	\$261
NBC	SUNDAY FOOTBALL 1/4	166	\$104
FOX	NEW GIRL 1/5	124	\$368
CBS	BIG BANG THEORY 1/4	115	\$247
ABC	THE BACHELOR 1/6	103	\$157
FOX	FAMILY GUY 1/3	92	\$242
ABC	DANCING W/STARS 1/7	85	\$117
NBC	PARENTHOOD 1/2	68	\$380
FOX	MASTERCHEF 1/3	54	\$549
CBS	NCIS: LOS ANGELES 1/4	45	\$656

Optimized
Audience Reach of Campaign

Network	Program	Brand X Targeting Index	Brand X Target Average CPP
NBC	UP ALL NIGHT 1/5	255	\$287
CBS	60 MINUTES 1/1	210	\$261
ABC	MODERN FAMILY 1/2	194	\$323
NBC	SUNDAY FOOTBALL 1/4	166	\$104
FOX	SIMPSONS 1/3	144	\$95
CBS	48 HOURS 1/6	137	\$113
FOX	NEW GIRL 1/5	124	\$368
CBS	BIG BANG THEORY 1/4	115	\$247
ABC	20/20 1/3	112	\$162
NBC	THE VOICE 1/1	105	\$235
ABC	THE BACHELOR 1/6	103	\$157

■ = Highly targeted audience
 ■ = Moderately targeted audience
 ■ = Poorly targeted audience

GRANULARITY OF INSIGHTS UNLOCKS OPTIMIZATION



It's imperative to measure deeper dimensions of your TV campaign such as **daypart overlap**, **frequency**, **reach**, and **media weight**

MINORITY OF VIEWERS EXPOSED VIA SINGLE DAYPART

77% of viewers are exposed via multiple dayparts.



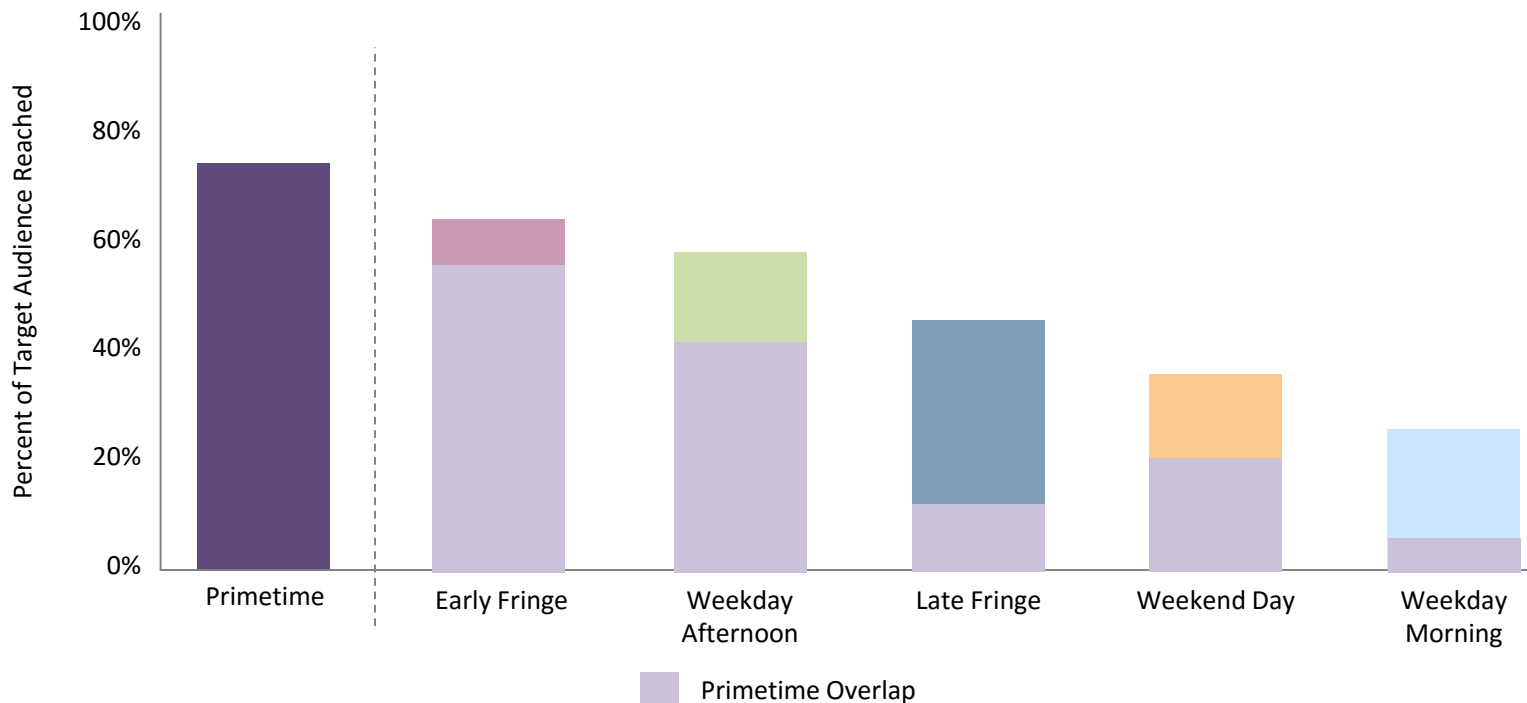
Daypart	% of Unique Viewers	% of Unique Viewers in Respective Daypart Only
Primetime	76%	8%
Early Fringe	65%	6%
Weekday Afternoon	59%	4%
Late Fringe	46%	2%
Weekend	38%	2%
Weekday Morning	29%	1%

LEVERAGING OTHER DAYPARTS GENERATES EFFICIENCIES



- Across many campaigns, there is considerable overlap across dayparts
- In the example below, there is overlap across multiple dayparts, particularly Early Fringe and Weekday Afternoon
- This insight enables more efficient daypart selection as part of TV planning

Overlap Between Primetime & Other Dayparts

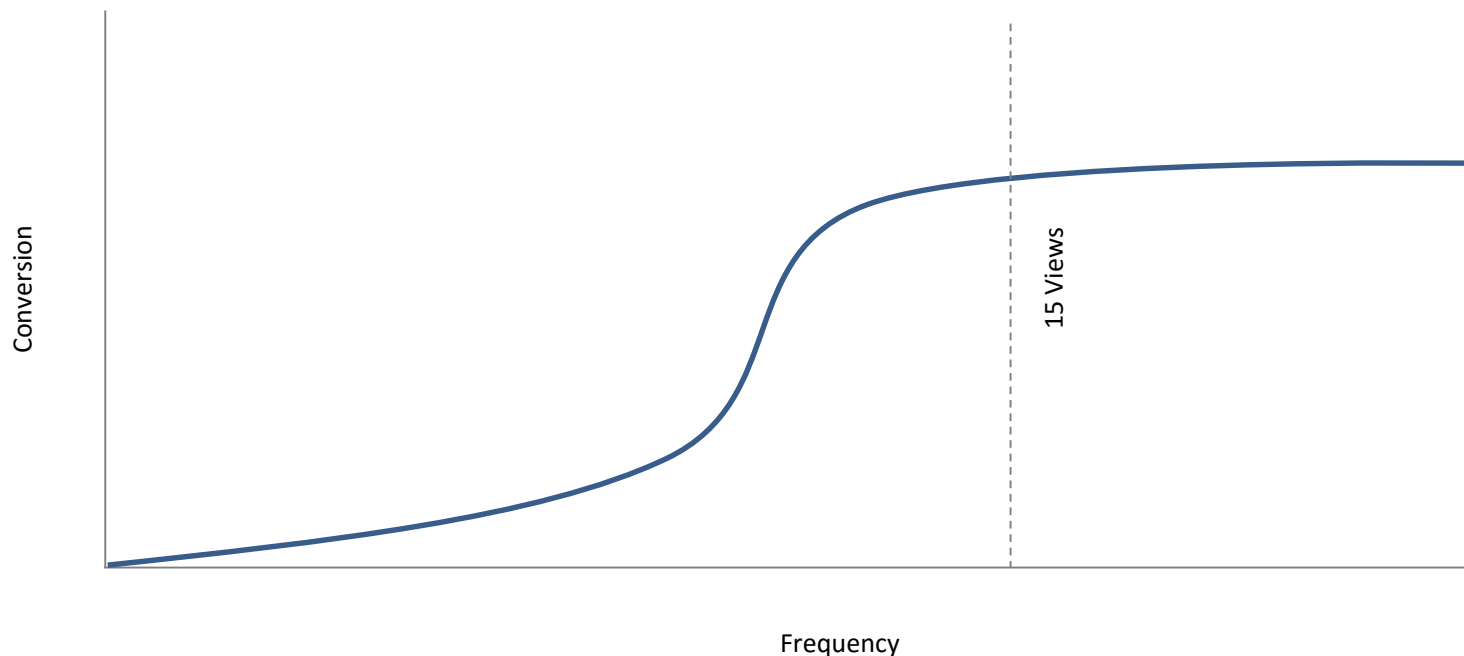


ADDITIONAL FREQUENCY ISN'T ALWAYS A GOOD THING



- In many cases, exposure frequency over 15 does not lead to increased campaign impact, and efficiencies leveled off at 10+

Frequency vs. Conversion

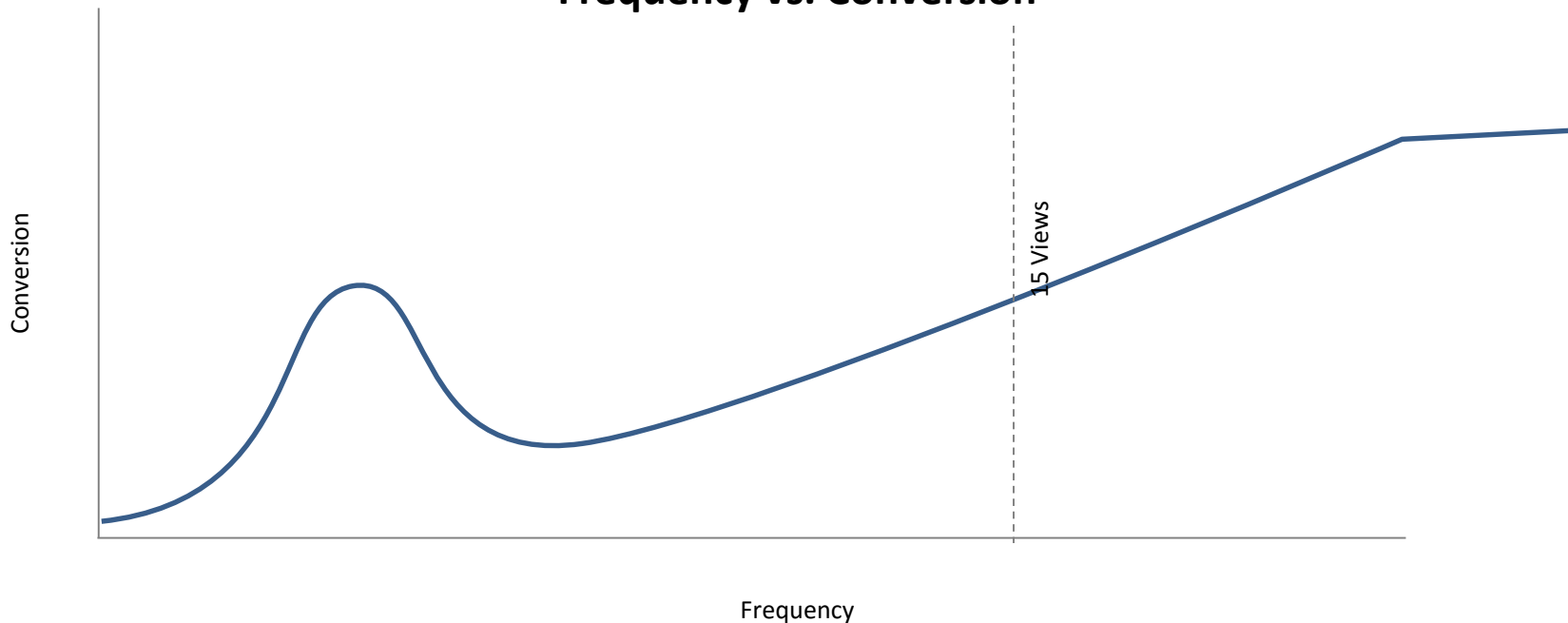


AND SOMETIMES, THE IMPACT IS UNPREDICTABLE



- Some of the exposed audience filled an Rx after just a few exposures, while others require high exposure before taking action
- What does your curve look like?

Frequency vs. Conversion

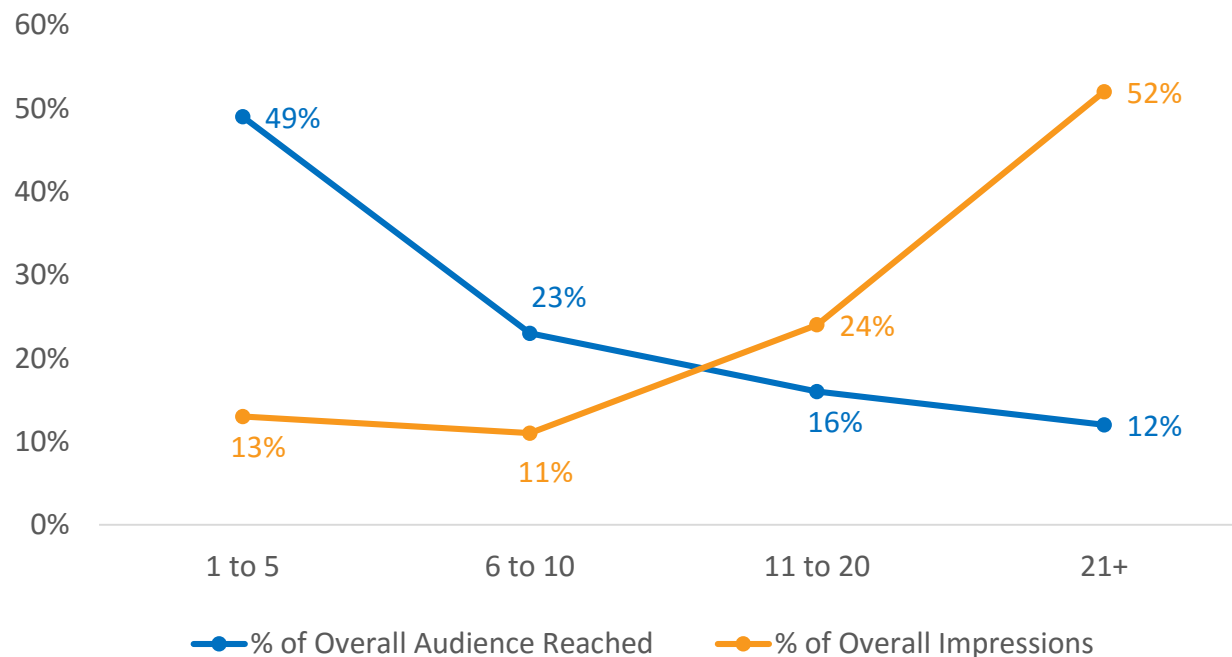


CAN YOU MAKE YOUR MEDIA DOLLARS WORK HARDER FOR YOU?



A disproportionate amount of media spend is spent on the small portion of the audience exposed -- the “power watchers”

% of Audience Reached vs. % of Overall Impressions (by Frequency)

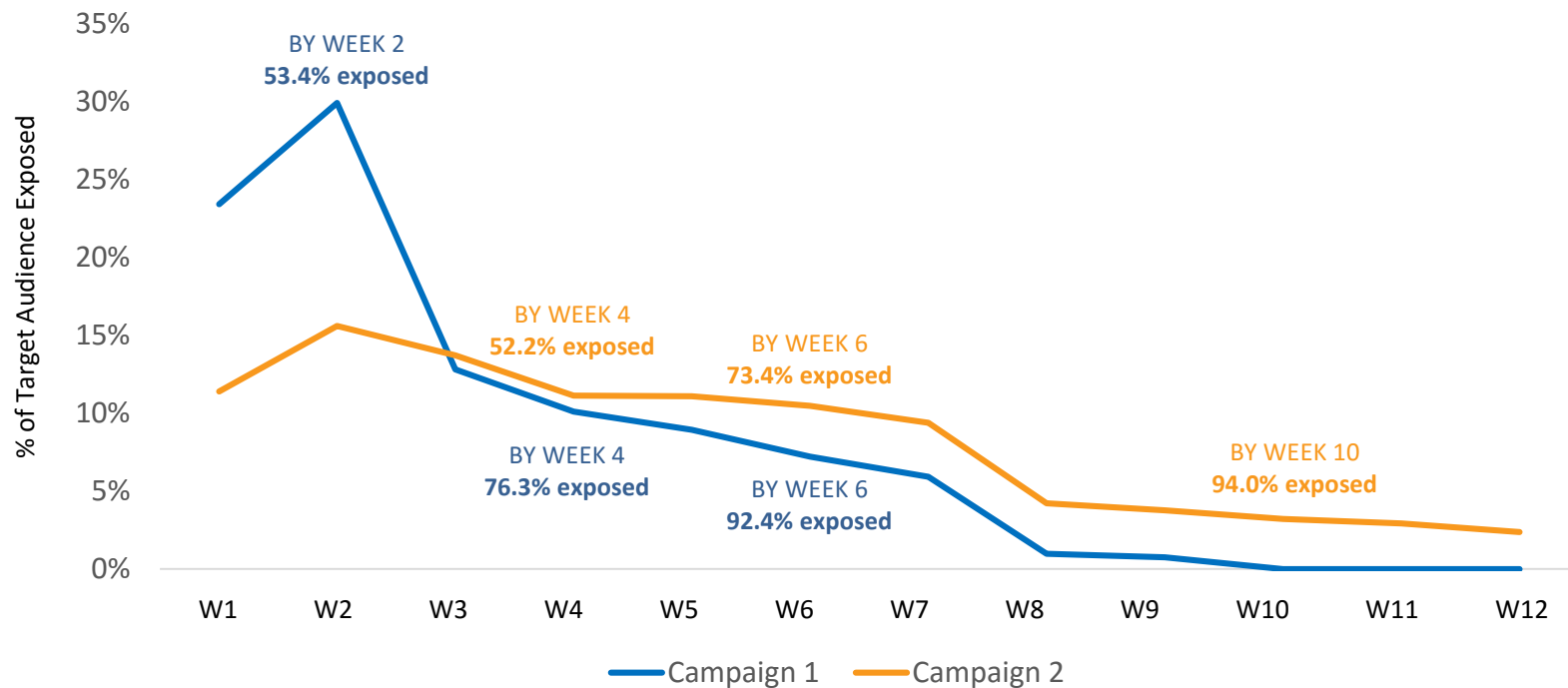


MEDIA REACH VS MEDIA WEIGHT



- In many campaigns, we see that the majority of those exposed are exposed for the first time within the first 6 weeks of the campaign. After this, you're reaching the same people, often many times.
- Can increase reach by diversifying the buys

Distribution of First Ad Exposure by Week



TV EXISTS IN AN INCREASINGLY MULTI-CHANNEL WORLD



Are you measuring the **combined impact** across channels?

TV COMBINED WITH OTHER CHANNELS IS MORE POWERFUL



- In this example, when measuring TV alone, ROI was actually negative
- But when measuring TV + other channels, the ROIs were positive. In fact, TV + Digital had a very positive ROI.

Channel Combination	ROI
TV only	0.6 to 1
TV + Digital	4.2 to 1
TV + Point of Care	1.4 to 1
TV + Print	2.5 to 1
Overall (All Channels)	1.3 to 1

4.2 to 1 → Highest ROI

WHAT WE'VE LEARNED

1. Brands no longer need to rely on surveys and media/marketing mix models to approximate the ROI of their TV campaigns
2. Pharma is leveraging new technology and predictive data to target relevant health audiences more efficiently
3. Brands can leverage more meaningful health data to select the best programs, networks, and dayparts to run media on
4. It's imperative to measure deeper dimensions of your TV campaign such as daypart overlap, frequency, reach, and media weight
5. TV exists in an increasingly multi-channel world, which makes multi-channel measurement key

THANK YOU! QUESTIONS?

