

How A Healthcare Provider Drove Healthier Patients And Healthier Returns

THE COMPANY

A large regional healthcare provider needed to measure and improve reach and optimize frequency for a 4 week campaign targeted to a custom audience across multiple Pennsylvania markets.

THE CHALLENGE

The provider lacked visibility into how much of their audience was actually reached by their broadcast TV campaign at the local level. Executives were also unable to measure impression frequency and worried that they were missing some of their audience entirely while over-saturating others. The company needed a data-driven approach to measure their current campaigns, increase effective reach, and optimize frequency in a cost effective way.

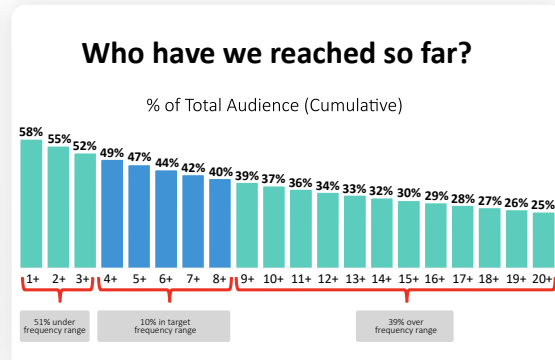
THE CROSS SCREEN MEDIA SOLUTION

Measure

ScreenImpact, Cross Screen Media's 360 degree measurement solution, showed that the provider's broadcast campaigns had only reached 58% of their target audience, much lower than executives expected. Just as importantly, only 10% of the audience reached was in the target frequency range!

Healthcare: Addiction & Treatment	
Audience: 18-50	2.8M
Impressions	12.9M
Reached	1.6M (58%)
Frequency (Reached)	7.6M
Unreached	1.2M (42%)

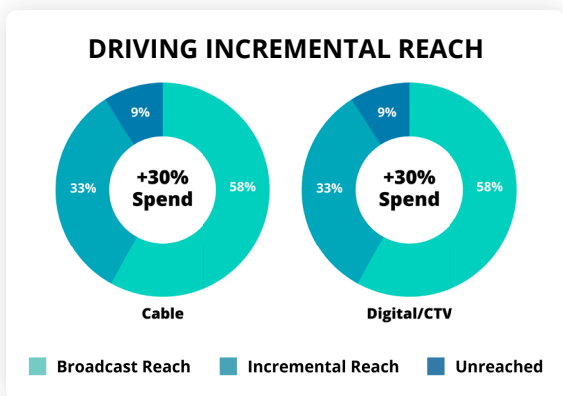
The campaign missed almost half of the target audience entirely, revealing a massive opportunity for improving impact.



90% of the audience reached saw the ad more or fewer times than in the effective range, yielding significant ad waste.

Optimize

Cross Screen Media's planning solution, ScreenSolve®, created a custom audience profile which combined patients best suited for the provider's specific line of service and individuals least likely to be reached by broadcast TV. Using ScreenSolve's individual consumption habit data and analysis of 69K cable spots and CTV programs, the provider received a range of optimized options for expanding reach using both Cable TV and Connected TV.



THE RESULTS

Interestingly, adding Cable TV to the media plan was the most efficient in driving incremental reach until 30% additional budget, at which point CTV was equally effective in reaching an additional 33% of the target audience.

The healthcare provider was able to significantly improve their current campaign effectiveness, and incorporate the measurement results to optimize upcoming campaigns to additional audience segments.