



## CASE STUDY

### Addressable

## Pharma

### Respiratory conditions

#### Objective

Reach the qualified audience and drive incremental prescriptions

#### Target

Likely diagnosed with Asthma, Allergic Asthma or being treated with a competitor

#### Execution

6-week Addressable campaign and conversion measurement

#### Data Used

Third-Party Data Provider

Campaign flight: Q1 2021  
Case study results are based on individual campaign factors. DIRECTV makes no performance warranties.  
Source: Third-Party Data Provider

## Results

The Addressable campaign efficiently reached key diagnosed individuals at **2X higher targeting efficiency** amongst individuals being treated by other competitive biologics.

**+27%**

#### Sales Lift

(exposed vs. unexposed)

**+66%**

#### Refill Rate Adherence to Brand

(exposed vs. unexposed)

**+12%**

#### Specialist Visitation

(exposed vs. unexposed)