

# Take pharma TV ad buying into the 21<sup>st</sup> century

Simulmedia's patented tech and automations have modernized TV planning and buying. Our tech allows us to make your TV budgets work harder- with strategic target buying, AI-powered spot forecasting, and efficient spot selection- ensuring precise patient targeting and cost savings.



## Key benefits

Simulmedia expertly manages your next cross-channel TV buy. As industry pioneers, we've revolutionized traditional TV buying to maximize your reach and ROI.

### Reach more patients with less spend

Our patented AI algorithms predict patients' viewing behavior, enabling us to cherry-pick programming that efficiently reaches them across cost-effective inventory. This ensures precise delivery of patient targets with minimal waste and reduced costs.

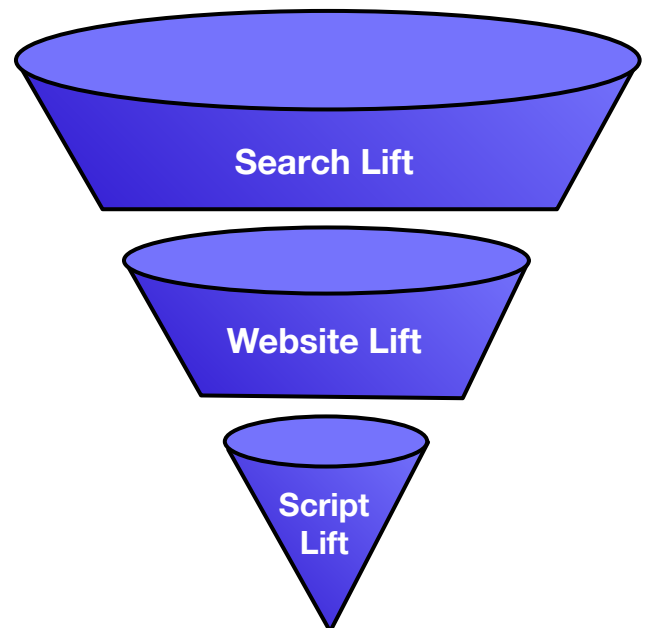
### Get advanced audience guarantees

Shift from age and gender targeting to advanced guarantees with IQVIA, Swoop, or your preferred partner. Our data-driven approach eliminates ADUs: 96% of campaigns hit within 5% of our forecast.

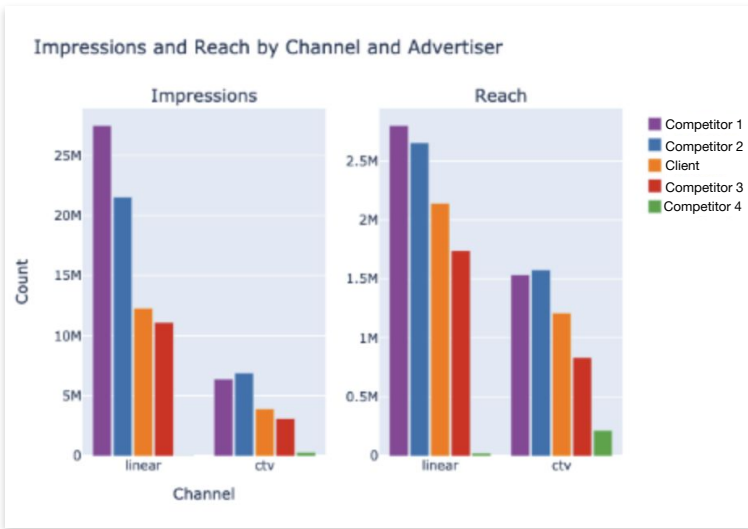
### Rapid speed to market

AI-powered software allows us to retrieve avails and build plans across hundreds of networks within hours. Our integrated order system secures specific spots instantly. Activate in days, not weeks.

### Ad Exposure



Drive patient audiences through the funnel and track their journey from seeing your TV campaign all the way to filling their prescription



## Leave rival drugmakers behind

Outsmart competitors and dominate the market. Gain an edge with benchmarking and conquest campaigns targeting exposed and unexposed audiences to rival drug campaigns.

## Manage cross-channel frequency

Whether complementing existing commitments to unlock untapped audiences for incremental reach, or managing cross-channel TV buys, we ensure optimal results and efficient frequency management.

## Case study

Before Simulmedia, a new-to-TV diabetes drug maker had been running their TV advertising campaign with overly-broad targeting and a lack of certainty about their \$3.5M investment's impact on the business. They reached out to Simulmedia, and were immediately impressed by our data depth and industry expertise at the initial meeting.

We refined their strategy, narrowing the target to 50+ diabetics and caregivers, guaranteeing delivery to this strategic audience. By implementing website tracking for attribution reporting, we allowed them to track the ROI of their TV investment, boosting their confidence in TV. Simulmedia also helped them diversify into CTV, which expanded reach against their strategic audience. Year-on-year, the new strategy slashed their cost-per-reach by 16% and they recouped 9% of ad spend.

**16%**

YoY decrease in cost-per-reach

**9%**

YoY ad spend savings

## Prescription-grade TV success with Simulmedia's AI-powered tech

Our speed, data-driven precision, advanced audience guarantees, and cross-channel reach and frequency mastery consistently outperform traditional TV buying methods. Experience speedier campaign launches, more efficient ad spend, and higher prescription lift. Choose Simulmedia to lead the market with precision and innovation.

Reach out to us on [simulmedia.com/request-demo](https://simulmedia.com/request-demo), or contact [info@simulmedia.com](mailto:info@simulmedia.com).