

# Prescription Drug Marketing and the TV+® Advantage

FOR PHARMA MARKETERS

✓ Reach the right audience

✓ Drive the best results

## Select Audience Category

Age: 25-55

Gender: Female

Attributes: Migraine Headache ..

33,214,918  
Target Size



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# Pharmaceutical advertising has evolved, and TV+ is at the forefront of this transformation.

Simulmedia's advertising platform, TV+, offers precision targeting, planning, activation, measurement, and optimization on linear and streaming TV, giving pharma marketers the tools to execute highly effective campaigns.

**In this eBook**, you'll discover how TV+ can enhance your prescription drug marketing, driving awareness, engagement, and measurable results. Learn how our innovative approach can help you reach the right audience with the Right message at the best time, whether they're watching linear TV or streaming their favorite shows, all in a compliant way.

**Get ready to see how TV+ can elevate your pharma marketing strategy to new heights.**

# Are you facing these challenges in pharma TV campaigns?

## 1. High-stakes compliance

Pharmaceutical marketers must navigate stringent FDA and FTC guidelines while maintaining patient privacy under HIPAA and CCPA. This requires meticulous communication of drug benefits and risks, often needing longer ad spots to meet these standards. **Simulmedia ensures your ads meet all regulatory requirements with precise targeting and transparent messaging, providing the longer ad spots necessary for compliance.**

## 2. Rapid and efficient execution

New drug launches demand swift and extensive media coverage to reach target audiences quickly. Traditional TV buys can lead to overfrequency and wasted spend, diminishing campaign effectiveness and eroding budgets. **Simulmedia's platform allows rapid campaign activation and efficient media planning, minimizing overfrequency and maximizing budget effectiveness.**

## 3. Fair and inclusive advertising

Ensuring fair advertising practices means reaching diverse patient demographics without bias. Pharma marketers must address the complexity of targeting various patient groups while maintaining transparency and compliance in their messaging. **Simulmedia provides advanced targeting capabilities to reach diverse patient groups accurately, ensuring fair and transparent advertising practices that comply with all regulations.**



USE CASES: HOW WE HELP

**Let's outline three major ways TV+ supports your marketing efforts**, ensuring you reach the right audience, maximize your budget, and achieve your goals efficiently.

USE CASE 1

Simulmedia plans and executes your TV campaign to find and engage condition-based audiences

**Want to run the best pharma campaign possible on TV?**

Simulmedia plans and executes your TV campaign to find and engage well-defined, condition-based audiences with precision and efficiency. Whether you need guaranteed reach without ADUs, more reach for less, or rapid execution for last-minute buys, Our platform achieves maximal reach and impact, making it ideal for marketers who want to optimize their budget's effectiveness.

USE CASE 2

Simulmedia partners with you for superior TV and pharma marketing

**Need help establishing a more mature pharma marketing practice?**

Simulmedia, backed by the TV+ platform, is your essential ally for elevating pharma campaigns across linear and CTV. Whether you need strategic advice, competitive rates, or lack experience in pharma or TV, we support you every step of the way. We ensure you secure the best inventory and provide the strategic advice you need, all while maintaining efficiency in media planning and buying.

USE CASE 3

Simulmedia adds hassle-free incremental reach to your existing campaigns

**Need help amplifying an existing pharma campaign?**

TV+ extends the reach of your existing campaigns effortlessly. Reallocate 20% of a big upfront buy and spend it smartly with Simulmedia in CTV and the scatter market to find new, unreached members of your strategic patient target with complementary buys. Ideal for pharma marketers with existing commitments, TV+ ensures maximum reach and minimal waste.

# The Simulmedia difference in pharma

For pharma marketers, Simulmedia stands out with its ability to deliver highly targeted campaigns across linear TV and connected TV (CTV), ensuring efficiency, speed, and certainty with maximal insight and coordination. Here are the key differentiators that set us apart in running pharma RX campaigns.



## Efficiency

### **Maximize reach at the lowest cost-per-reach on a target patient audience with AI-powered data-driven linear**

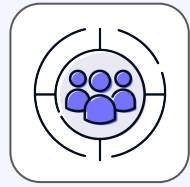
The Simulmedia TV+ platform is uniquely equipped to harness advanced patient targeting data from healthcare providers like Swoop and Crossix and apply it to both data-driven linear TV and streaming TV planning. Our patented, AI-powered forecasting and optimal media plan builder algorithms generate the most cost-efficient plans to reach your target patient population. This ensures that even with reduced budgets, you can achieve impressive reach goals, maintain broad awareness, and drive better business outcomes.



## Speed

### **Run agile and flexible TV campaigns**

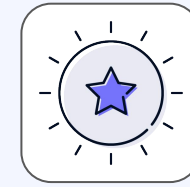
The Simulmedia TV+ platform's agility in campaign execution allows pharma marketers to respond quickly to market demands and opportunities. Whether it's launching new drug campaigns at any time of the year or adjusting media buys based on real-time conditions like cold & flu seasons, our platform ensures your ads get on TV fast. For instance, one of our allergy relief clients leverages our flexibility to align their TV presence with the unpredictable timing of allergy seasons, ensuring timely and effective reach.



## Certainty

### Get guaranteed strategic audience delivery

Nowhere else besides the Simulmedia TV+ platform can pharma marketers receive guaranteed delivery to specific, condition-based patient audiences on linear TV. This level of precision gives pharma marketers the confidence they are minimizing media waste and maximizing impact, crucial for new drug launches when share-of-voice and market presence are of the essence. For example, one of our clients, a diabetic neuropathy drug, receives guaranteed impressions against an audience of "A50+ diabetics and caregivers," ensuring their campaigns reach the most relevant viewers.



## Long-form spot availability

Securing long-form spots can be challenging for pharma advertisers, but Simulmedia excels in this area. On Connected TV (CTV), we've procured 60-second deals with over 60 publishers, ensuring comprehensive and compliant message delivery. In the linear TV scatter market, we easily secure 60- and 90-second spots, unlike providers relying on limited carriage license inventory. This flexibility and premium placement are especially valuable for pharma companies that avoid direct response and remnant inventory, preferring the consistency and reliability of fixed national spots.

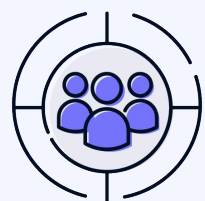


## Coordination

### Hone in on CTV viewers unreached in linear

As CTV viewership grows, managing cross-channel reach becomes essential. The Simulmedia TV+ platform's integrated approach ensures that your CTV ad spend compliments linear campaigns, reducing over-frequency and maximizing incremental reach. By effectively targeting CTV viewers who are not reached by linear ads, our platform enhances overall campaign efficiency and impact, delivering better reach and reducing wasted media spend.

# How we manage the prescription drug TV campaign lifecycle

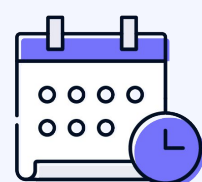


## TARGET

**Define a strategic patient audience through leading data providers.** TV+ helps you define and target a strategic patient audience using advanced condition-based targeting data from top healthcare data providers. This ensures precise and effective media plans for both linear TV and CTV.

### Capabilities:

- **Health condition targeting:** Utilize 3rd party data partners to source audience segments based on specific health conditions, lab test indicators, medication usage, and more.
- **Customized audiences:** Work with specific data providers to create bespoke audience segments tailored to your marketing needs.
- **Caregiver targeting:** Target caregivers based on their relationship with the patient, caregiving activities, and specialization.



## PLAN

**Generate a media plan that maximizes reach and minimizes cost-per-reach.** TV+ leverages patented forecasting and media plan optimization technologies to create effective media plans that maximize reach and minimize cost-per-reach, ensuring efficient campaigns.

### Capabilities:

- **Patented forecasting technology:** Leverage our viewership graph consisting of billions of signals to predict TV viewership in 15-minute increments for the next 18 months.
- **Optimized media plan assembly:** Take advantage of a platform that can predict future TV behavior and see real-time network avails to create cost-efficient media plans.
- **Broad audience guarantees with condition-based optimization:** Get guaranteed impressions on a broad target while optimizing on a narrower condition-based target.

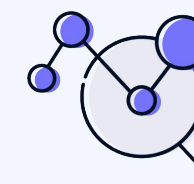


## ACTIVATE

**Launch campaigns with speed, flexibility, and precision.** TV+ enables rapid campaign activation with superior flexibility, leveraging TV+'s Order Manager and extensive network and streaming app integrations to launch campaigns in days instead of weeks.

### Capabilities:

- **Rapid campaign activation:** Launch campaigns within days using TV+'s advanced technology, linear network integrations, and pre-established deals with premium streaming publishers.
- **Automated order management:** Scale to large media plans efficiently with automated insertion order requests.
- **Extensive network integrations:** Integrate with 150+ linear networks and 100+ streaming networks for visibility into unsold inventory and quick access to hit times and logs.

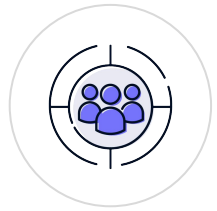


## MEASURE & OPTIMIZE

**Effective outcome measurement and optimization are critical for pharma campaigns.** TV+ provides a comprehensive set of tools and techniques for measuring campaign performance, tracking important outcomes, and continuously optimizing media spend for maximum impact.

### Capabilities:

- **Real-time cross-channel reporting:** Monitor campaign performance in real-time with detailed, de-duplicated insights on reach, impressions, and more across linear and CTV.
- **Comprehensive audience and outcome measurement:** Use data from third-party healthcare providers to assess audience quality, prescription fill, and script lift.
- **Automated Performance Optimization:** Activate the APO engine to continuously improve CTV campaigns, leveraging machine learning to dynamically optimize budget allocation and drive better performance based on selected KPIs.



# TARGET

## Define a strategic patient audience through leading data providers

Defining and targeting a strategic patient audience is essential for pharma campaigns. However, reaching these specific audiences can be challenging due to the complexities of healthcare data and regulatory requirements. Simulmedia has partnered with leading HIPAA-compliant data providers to deliver precise and effective media plans for linear and streaming TV.

### TV+ integrations with leading data providers provides...

- **Condition-based targeting:** Utilize audience segments based on specific health conditions such as diabetes or heart disease.
- **Lab test indicators:** Target audiences based on results from specific lab tests that indicate particular health issues.
- **Medication usage:** Reach audiences who are currently using or have used specific medications relevant to the campaign.
- **Recent procedures:** Engage patients who have recently undergone medical procedures aligned with the marketed drug.
- **Customized audiences:** Work with specific providers to create bespoke audience segments tailored to specific marketing needs.
- **Caregiver targeting:** Target caregivers based on their relationship with the patient, caregiving activities, and the patient's condition.

Leverage advanced patient-targeting data through our seamless integrations with top providers like:



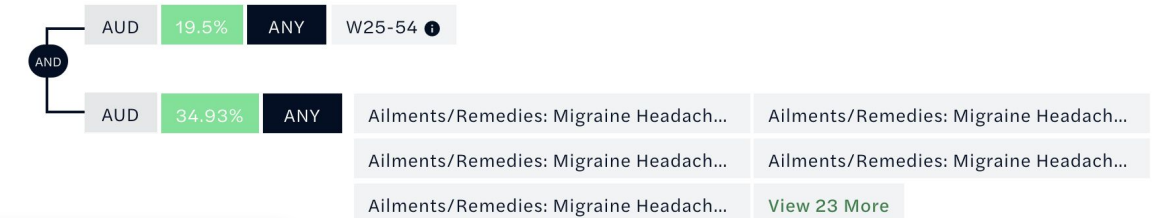
## How we work with you:

- 1. Segment onboarding:**  
Your CSM (Customer Service Manager) onboards patient segments through our mutual Liveramp integration, selecting the relevant segment.
- 2. (Linear) Taxonomy file upload:**  
The CSM uploads the Liveramp Taxonomy File into TV+, which extracts household IP addresses and maps them to our Simulpanel.
- 3. (Linear) Seed audience creation:**  
The matched households within Simulpanel form the seed audience, which our viewership lookalike models use to identify similar households.
- 4. (CTV) Campaign targeting:**  
Your CSM pushes the same condition-based targeting criteria for our clients' CTV campaigns.



### W25-54 Migraine Headache Sufferers

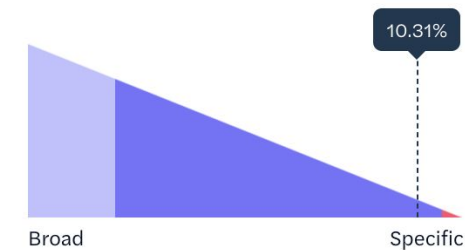
#### Definition



32,792,170

Target Size

Percent of TV Viewing Universe



#### Top Content

Content	Impressions ↓
Star Trek Into Da...	8,537
The Walking Dead	8,403
National Lampoon'...	6,484
U.S. Marshals	6,308
Love After Lockup	6,177
Red Dawn	5,552
Planet Earth II	4,849
Sahara (2005)	4,391
Orphan Black	3,869
Mama June: From N...	3,218

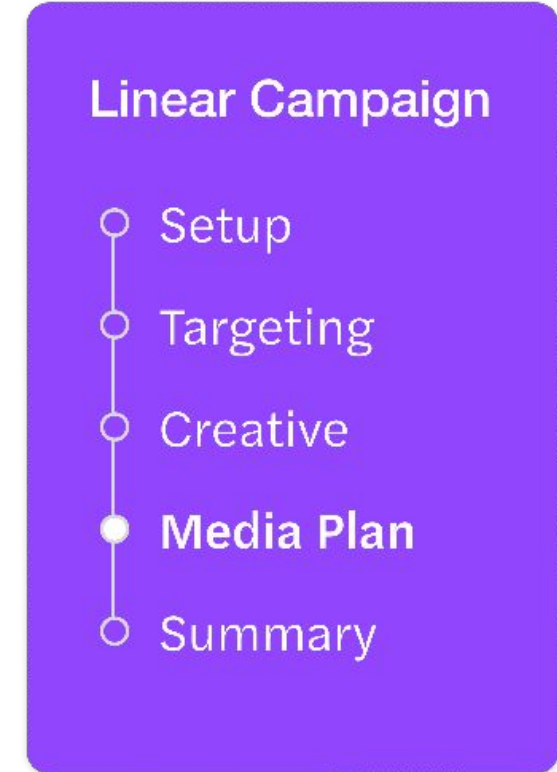




# PLAN

## Generate a media plan that maximizes reach and minimizes cost-per-reach

Creating an effective media plan is essential for pharma marketers aiming to maximize reach, manage frequency, and minimize cost-per-reach. Simulmedia leverages its patented forecasting and media plan optimization technologies, incorporating advanced audience targeting data from providers like Swoop, PurpleLabs, and more to generate plans that deliver impressive results. This ensures your campaigns reach the right audiences as efficiently as possible.



Impressions	CPM
<b>66K</b>	<b>\$30.07</b>
vs. 62K	vs. \$29.54
4000 (-7%)	\$1.44 (+12.44%)

Units	Impressions	% Budget	% Media Weight	Cost	ORPB
120,000,000	1,200,000,000	4.00%	9.8%	\$75,000,000	1.2%
80,000,000	800,000,000	2.67%	6.5%	50,000,000	0.8%
100,000,000	1,000,000,000	3.33%	8.3%	62,500,000	1.0%
40,000,000	400,000,000	1.33%	3.3%	25,000,000	0.4%
10,000,000	100,000,000	0.33%	0.8%	6,250,000	0.1%
20,000,000	200,000,000	0.67%	1.6%	12,500,000	0.2%
30,000,000	300,000,000	1.00%	2.4%	18,750,000	0.3%
50,000,000	500,000,000	1.67%	4.2%	31,250,000	0.5%
100,000,000	1,000,000,000	3.33%	8.3%	62,500,000	1.0%
150,000,000	1,500,000,000	5.00%	12.5%	93,750,000	1.5%

### Capabilities

- Patented forecasting technology:**  
 We use billions of viewership data signals to predict TV viewership in 15-minute increments for the next 18 months, leveraging state-of-the-art AI and machine learning for precise audience targeting.
- Optimized media plan assembly:**  
 Our system ingests real-time network avails to create cost-efficient media plans, selecting the best spots based on date, daypart, device, and network.
- Incremental reach expansion:**  
 We continuously identify new, unexposed members of your strategic patient audience to expand incremental reach and minimize repeated ad exposure, maximizing share-of-voice.

## How we work with you:

- Define target audience:**  
 Your Simulmedia CSM collaborates with you to define a broad audience for guaranteed impressions and a narrower, condition-based audience for optimized reach using data from healthcare providers like Swoop and PurpleLabs.
- Create the plan:**  
 Your CSM uses TV+'s patented Plan Builder, powered by AI and machine learning forecasting, to select the most cost-efficient spots that maximize reach at the lowest cost per reach.
- Review our proposal:**  
 Your CSM reviews the media plan with you to gather feedback and incorporate any preferences or constraints, such as avoiding certain networks or limiting overnight slots, for iterative re-planning.

Package	Value
CBS Sports Stream &	12.9M
Watch Live	9.5M
FOX Sports	8.1M
Pluto TV	8M
Plex O	7.5M
AMC	7.2M
BET O	5.4M
Lifetime®	3.9M

### Generating media plan

Analyzing 1,948,295 future available spots...



# ACTIVATE

## Launch campaigns with speed, flexibility, and precision

Pharma marketers often face the challenge of long lead times in television advertising. Simulmedia transforms this process by enabling rapid campaign activation with superior flexibility. We can launch campaigns in days instead of weeks by leveraging our Order Manager system and extensive integrations with TV networks and streaming platforms. This speed and adaptability are crucial for maximizing the effectiveness of your media spend and ensuring timely reach to your target audience, even as market conditions change.

### Capabilities

- **Automated order management:** TV+ efficiently scales to large media plans with automated insertion order requests to over 150+ linear networks. TV+ also integrates with 100+ streaming networks. Launch within a few days.
- **60-second spot availability:** We've pre-negotiated rate cards and secured availability for non-standard 60-, 75- and 90-second spot buys across over 150 linear TV networks and private marketplace deals with 60+ CTV apps at competitive rates.

### How we work with you:

1. **Automated spot requests:** Our activation team submits automated spot requests to partners, who can easily accept or reject them. This process allows us to request an average of 924 spots per campaign, essential for reaching the target audience cost-efficiently. We place scatter orders a month in advance to secure the best spots and rates.
2. **Execute fast anytime:** With a click of a button, we send spot instructions and achieve 97% acceptance on the first try. This speed gives you the flexibility to adapt your TV ad spend to rapidly changing market conditions or production issues, offering the scale of Upfront buys with the flexibility of scatter buys.

Order						
Status	Order ID	Advertiser	Order Name	Flight Dates	Network	Accept
🟡	...	...	Mattress Firm Q2'...	06/12/2024 - 06/30/2024	AETV	
🟡	...	...	Mattress Firm Q2'...	06/12/2024 - 06/30/2024	HISTORY	
🟡	...	...	Mattress Firm Q2'...	06/12/2024 - 06/30/2024	LIFE	
🟢	...	...	Student Loan Refi...	05/27/2024 - 06/30/2024	FYI	
🟡	...	...	Student Loan Refi...	05/27/2024 - 06/30/2024	VICELAND	
🟢	...	...	Q2 Q3 Plan	06/10/2024 - 06/30/2024	LIFEMOV	
🟢	...	...	Q2 Q3 Plan	06/10/2024 - 06/30/2024	LIFE	
🟢	...	...	Q2 Q3 Plan	06/10/2024 - 06/30/2024	FYI	
🟢	...	...	Q2	06/03/2024 - 06/23/2024	FYI	

Spots	
Accepted	Requested
130	130
76	76
111	111
70	70
285	285
17	17
62	62
63	63
1	1

#### Order Info

**Status:** Confirmed

**Order ID:** ...

**Advertiser:** ...

**Order Name:** Student Loan Refinance Q2'24

**Campaign ID:** ...

**Flight Dates:** 05/27/2024 - 06/30/2024

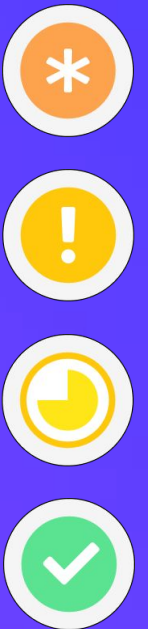
**HH Impressions:** 3,328,000

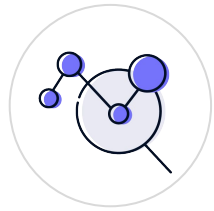
**Budget:** \$18,847

**Duration(s):** :15, :30

**Order Date:** 05/22/2024

**Last Revision Date:** 06/06/2024 (Ver 3)





# MEASURE & OPTIMIZE

## Tracking success and enhancing campaign performance

Effective outcome measurement and optimization are critical for pharma campaigns. Simulmedia provides a comprehensive set of tools and techniques to measure campaign performance, track important outcomes, and continuously optimize your media spend for maximum impact. By integrating advanced data and real-time insights, we help ensure your campaigns are successful and drive the desired results.

### Capabilities

- **Real-time reporting dashboard:** Monitor campaign performance in real-time with detailed insights on reach, impressions, and cumulative reach. Through our ACR integrations, we predict campaign delivery soon after launch and confirm it after receiving network post logs
- **Cross-channel measurement:** Get a unified, de-duplicated view of campaign performance across linear TV and CTV to avoid double-counting viewers.
- **Audience quality measurement:** Use data from third-party healthcare providers to assess which portion of people exposed to your campaign actually belongs to your strategic patient audience.
- **Outcome measurement:** Track doctor visits, prescriptions dispensed, prescriptions filled, and other key metrics using any of our third-party data provider partners or your own preferred partner.
- **Script lift analysis:** Measure the lift in prescriptions filled for a target group exposed to TV ads compared to a control group.
- **Automated Performance Optimization:** Activate the Automated Performance Optimization (APO) engine to continuously refine your CTV campaigns, optimizing for the best outcomes based on selected KPIs.

## How we work with you:

1. **Define outcomes and metrics:** A Simulmedia CSM helps you identify desired outcomes and metrics they would like to drive.
2. **Get a dashboard tour:** Simulmedia CSMs give clients a tour of TV+'s self-serve digital delivery and performance dashboard.

The image displays three overlapping dashboard screenshots from the Simulmedia platform. The top-right screenshot shows a 'Publishers' table with columns for 'Publishers' and 'Reach'. The middle-left screenshot shows a 'Programs' table with columns for 'Programs' and 'Impressions'. The bottom-right screenshot shows a 'Creative' table with columns for 'Creative' and 'CPV'.

Publishers	Reach
Paramount	460K
Hulu	445K
Tubi	230K
NBC	215K
Newsy	190K

Programs	Impressions
The Walking Dead	690K
Bridezillas	550K
Killing Eve	490K
And Just Like That	325K
High-Fidelity	

Creative	CPV
Creative A	\$8.33
Creative B	\$7.79

# Our data partnerships

At Simulmedia, we leverage powerful data partnerships to enhance our healthcare TV advertising platform. Our collaborations with industry-leading data providers ensure precise targeting, effective campaign execution, and data-driven optimization.



**PurpleLabs** provides real-time healthcare data, allowing for the creation of dynamic audience segments based on current health trends and prescription data.



**Crossix** offers healthcare data analytics, helping us measure and optimize the effectiveness of our advertising campaigns with insights into patient and prescription behaviors.



**IQVia** supplies healthcare data and technology solutions, supporting precise targeting and outcome measurement in pharma advertising campaigns.



**Swoop** delivers condition-specific healthcare data, enabling us to create highly targeted segments for pharma advertising based on medical conditions and treatments



**Liveramp** facilitates data onboarding and identity resolution, ensuring seamless integration of offline and online data for precise audience targeting.



**TruAudience** offers advanced data solutions for audience targeting and measurement, enhancing the precision of our advertising campaigns.



**Nielsen** provides comprehensive TV audience measurement data, enabling accurate reach and frequency metrics across linear and digital platforms.



**Experian** supplies detailed consumer data, helping us to build rich audience profiles for targeted TV advertising and better campaign outcomes.



Want to run **the most**  
efficient and effective TV  
campaigns in pharma?

Visit [simulmedia.com/pharma](https://simulmedia.com/pharma) to learn more!