

# WE HELPED A PHARMA BRAND TARGET THE RIGHT AUDIENCE WITH PROGRAMMATIC DIGITAL OOH

When a major pharmaceutical company wanted to make sure its programmatic digital out of home impressions reached the right audience, OUTFRONT worked with our independent, third-party measurement partner Crossix and our DSP partner Vistar. Together, we examined how effectively the campaign – advertising a new prescription drug for chronic obstructive pulmonary disorder (COPD) – reached the patients who needed it most.

## STRATEGY & EXECUTION

- **Markets:** Multiple markets
- **Media Used:** Digital Bulletins\*
- **Campaign duration:** Six months, measured at midpoint

## OUTCOMES

- The campaign was **58% more likely to reach** patients diagnosed with COPD exacerbation than the general pharmacy-going population.
- The campaign was **40% more likely to reach** those diagnosed with COPD.
- The campaign was **25% more likely to reach** patients treating with core maintenance therapy.

\* INDICATES MULTIPLE OPERATORS.  
SOURCE: CROSSIX

DISCLAIMER: OF COURSE, THE RESULT OF ANY CASE STUDY ARE SPECIFIC TO ITS FACTS. WE CAN'T GUARANTEE THAT ANY OTHER CAMPAIGN WILL DRIVE SIMILAR RESULTS, INCLUDING INCREASED TRAFFIC, END-USER ACTIVITY (CLICK-THROUGH OR SECONDARY-ACTION RATES), OR REVENUE.



## RESULTS

**58%**  
MORE LIKELY TO REACH  
COPD EXACERBATION PATIENTS

**40%**  
MORE LIKELY TO REACH THOSE  
DIAGNOSED WITH COPD

**25%**  
MORE LIKELY TO REACH CORE  
MAINTENANCE THERAPY PATIENTS

