# Optimizing Visibility: CTV Drives Sales for Eye Care Pharmaceutical Company

## 7.5%
### SALES LIFT
at Retailer of Featured Product

## 8.5%
### SALES LIFT
at Retailer of Halo Product

## 313K
### NEW HOUSEHOLDS REACHED

## CHALLENGE

A pharmaceutical company specializing in eye care wanted to drive awareness and sales of a new over-the-counter (OTC) eye care product at a several hundred locations of a major big box retailer.

## SOLUTION

Vericast used its cross-device display and Connected TV (CTV) ad to achieve the client's goals. CTV brings the power of digital advertising to larger screens and additional content platforms. Vericast CTV delivers premium inventory, actionable intelligence and connected brand experiences to drive campaign results. The client was also able to optimize the campaign mid-flight with Vericast's near real-time CTV reporting.

Using Vericast's Consumer Graph™ to identify people most in the market for the product. The campaign segmented consumers, targeting based on characteristics such as demographics, in-market signals, interest over time, store visits and health conditions, as well as point-of-sale data and card spend. Campaign creative featured large product images and a clear consumer call to action in the form of a convenient QR code, as well as other Vericast best practices.

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## RESULTS

Vericast advertising for the new product surpassed all pharma/OTC sales lift benchmarks at retailer of the featured product at 7.5%, while sales lift at the retailer of the halo product was 8.5%. Additionally, the campaign reached more than 313,000 new households.

The clickthrough rate surpassed benchmark for sales-lift-optimized campaigns, reaching 0.18% overall. CTV video completion rate was also impressive at 98.26%. The QR code was the first to market for the client and encouraged shoppers to add the product to their online shopping carts.

*Many variables impact marketing campaign success. Information on earnings or percentage increases contained within this case study is provided for demonstrative purposes only. Vericast does not guarantee or warrant earnings or a particular level of success with a campaign.*

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