



Pharmaceutical Brand Drives Engagement with All-Screen Video

CAMPAIGN DETAILS

- **VERTICAL:** Pharma
- **AD TYPE:** All-Screen Video
- **FLIGHT:** 1/10/20- 5/31/20

STRATEGY

Tremor Video leveraged All-Screen Video, Crossix, to active campaigns with precise targeting, and ODC's contextual targeting solutions to ensure the brand was reaching highly customized segments in order to drive in-patient visits and increase overall brand awareness.

OBJECTIVE

Well-Known pharmaceutical brand leverages All-Screen Video and Precise Targeting Solutions to reach highly engaged consumers and drive them to visit doctor locations for in-patient visits.

RESULTS

2.3 MILLION
Impressions

0.33%
Click-Through Rate