

Crossix Audience Segments

Precision Targeting Improves Campaign Efficiency

Rare disease therapy uses Crossix Audience Segments to decrease the cost per patient reached by 65%.

Challenge

A pharmaceutical brand promoting a rare disease therapy launched an advertising campaign to raise brand awareness. The campaign targeted two precise groups - patients likely diagnosed with the condition and those currently treating with a competitor's therapy.

Given the specificity of the target audiences and tight budget, the campaign needed to deliver high audience quality to reduce media waste.

Media Strategy

In 2023, Crossix developed two custom audience segments for its programmatic campaign: a newly refreshed **Reach Segment** to reach diagnosed patients and a **Prime Segment** to reach patients currently using the competitor's treatment. By using both Reach and Prime segments, the campaign could achieve enough scale without sacrificing precision.

Results

By leveraging Crossix Reach and Prime Segments, the brand saw an **audience quality improvement of 106%** year over year.

The campaign exceeded the brand's goals and it continues to leverage Crossix Audience Segments to support its advertising strategy in 2024.

Find out how Veeva Crossix Audience Segments can help you reach highly qualified health audiences and improve media efficiency.

Contact us at crossix_digitalconnect@veeva.com.

OVERVIEW

Brand: Therapy for a rare chronic degenerative disease (<200,000 diagnosed patients in the US)

Target audience segments: Currently diagnosed with the condition, currently using competitor treatment

Campaign goal: Drive awareness among qualified patients

Results: 65% decrease in cost per patient reached year over year (\$442 to \$153)

COST PER PATIENT REACHED

