

A hand holding a smartphone in a pharmacy setting. The background is a blurred pharmacy aisle with shelves of medicine. The text is overlaid on the image.

# **MOBILE TRENDS**

## **In Pharma & Healthcare Advertising**

# Mobile Trends in Pharma & Healthcare Advertising



The chart features a grid background with three lines. A solid green line starts at the bottom left and trends upwards to the top right. A solid blue line starts at the top left and trends downwards to the bottom right. A dashed black line starts in the middle left, dips down, and then rises slightly towards the middle right.

It's no secret that mobile is growing:

*“Mobile internet is now growing at the expense of all other media. **Seventy percent of internet use is now on a mobile,** and the use of a desktop for internet will fall by almost 16 percent, this year.”*

*- Jonathan Barnard, Zenith, Head of Forecasting*

## Silverlight Data Reflects These Trends

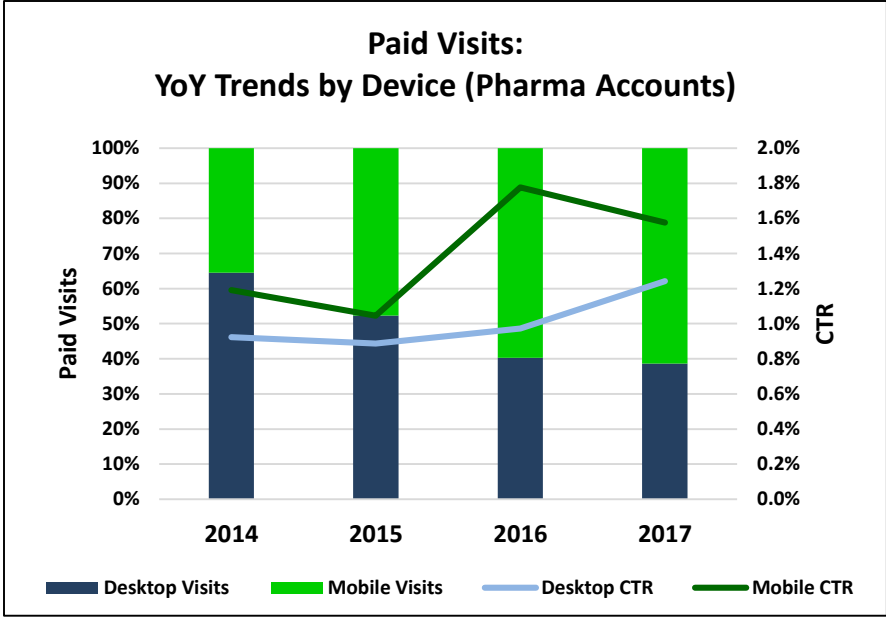
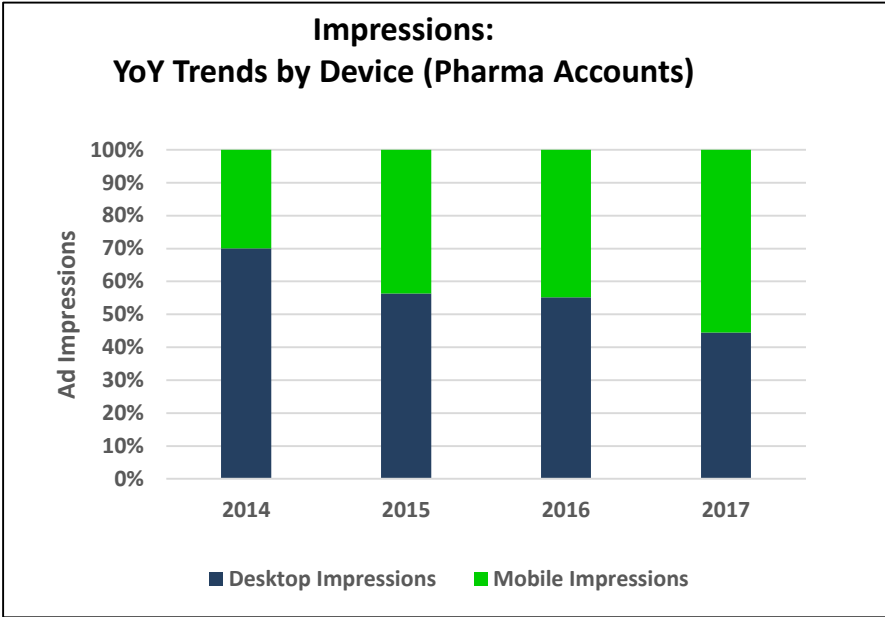
Survey of how mobile devices and searches impacted paid search performance in pharma & healthcare accounts:

Mobile trends, increasing impressions & clicks YOY:

- **Mobile ad impression rose from 30% in 2014 to 56% in 2017\***
- Total CTRs (mobile and desktop) improved across all accounts
- Mobile CTRs consistently higher than desktop CTRs

\*actual impressions through Feb of 2017, projected through end

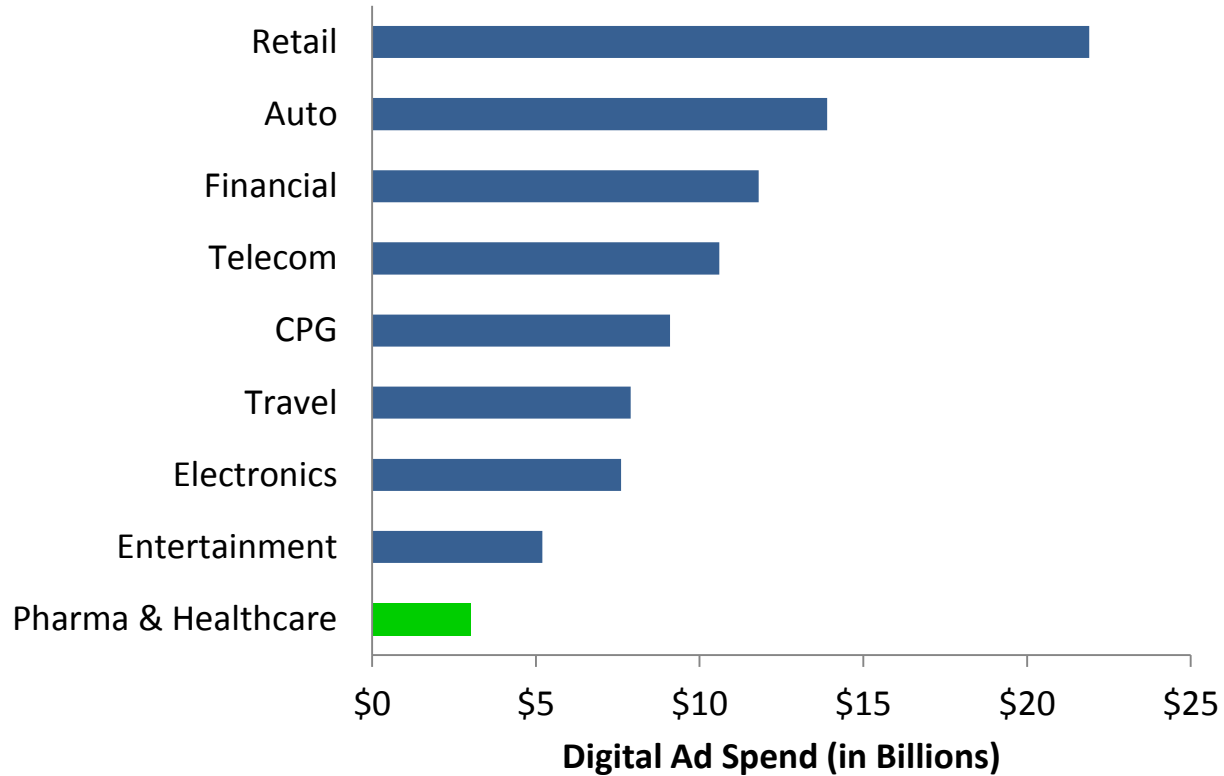
# Silverlight Data Reflects These Trends



Not only are more searches performed on mobile devices but the device draws more engagement year over year.

\*actual impressions through Feb of 2017, projected through end

## Projected Digital Spend by Industry, 2020



While Healthcare's total spend grew 15.4% between 2015 and 2016

Healthcare tends to invest less in digital when compared to other industries

How can pharma & healthcare  
advertisers take advantage of mobile  
trends to increase performance in  
today's marketplace?

# 6

Ways that pharma advertisers can learn from other industries to stay ahead in mobile advertising

# Understand what makes patients loyal to a pharma brand

### **Challenge:**

With 22 patents scheduled to expire in 2017 pointing to a \$5 billion dollar revenue loss, advertisers are facing loss of market share to generic drugs.

### **Strategy:**

Since we know that 40% of patients with a pre-existing condition ask for drugs by brand name, advertisers need to prioritize the establishment of brand loyalty as they draw patients in from “recently diagnosed” to “stabilized brand loyalist.”



What industry does brand loyalty extremely well?

**Banking & Finance**



# Success with Mobile Advertising #1

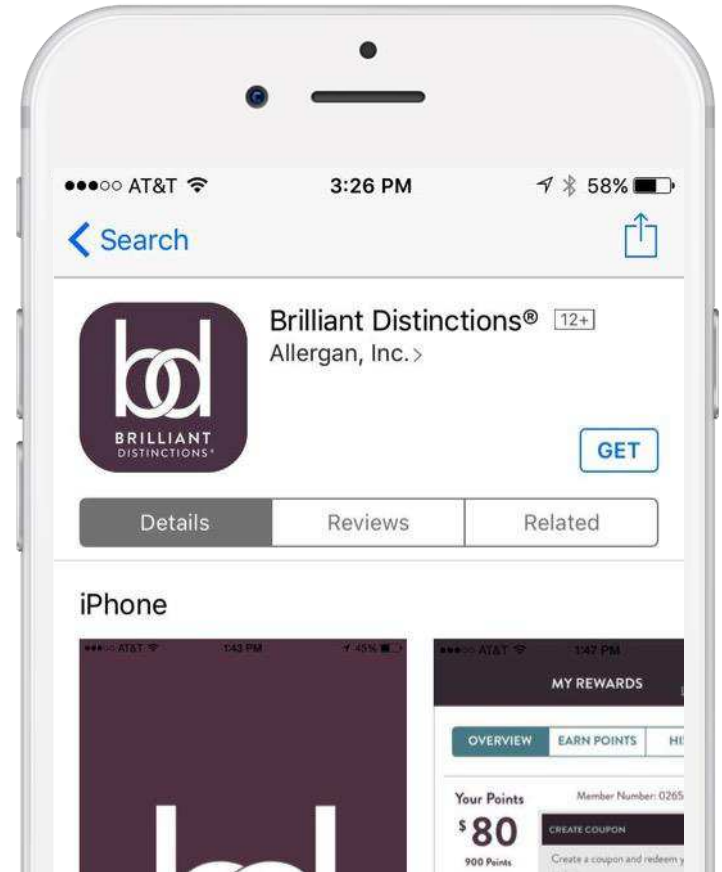
## Establish Brand Loyalty

### Retail Example: MasterCard

MasterCard introduced a mobile app in their “Priceless Surprises” campaign as a way to gift free surprises, exciting gifts and experiences to customers.

### In Action in Pharma: Allergan

Allergan has introduced “Brilliant Distinctions,” a loyalty program with a mobile app that gives patients access to rewards and discounts on popular brand name drugs.



### Key Takeaway:

**There is a critical window between the time patients begin searching for a drug and when they become brand loyal to that drug.**

It is crucial that brands find ways to intersect with a consumer's regular usage habits to establish that sense of loyalty.

# Target patients during their treatment cycles

### **Challenge:**

Patients have changing needs based on where they are in their treatment cycles (e.g. before, during, and after an appointment). They also have evolving needs as they try various treatments for long-term conditions.

### **Strategy:**

Leverage the appropriate targeting methods combined with competitive conquering to reach patients in critical “micro-moments.”

What industry does data driven targeting  
extremely well?

**Retail**



# Success with Mobile Advertising #2

## Competitive Conquesting

### Industry Example: Sleepy's

Sleepy's created a mobile campaign targeting consumers shopping at their largest competitor: Macy's. We leveraged geo-fencing in combination with competitive conquering to serve ads to consumers standing in Macy's.


### In Action in Pharma: Dymista

Silverlight Digital layered on competitive conquering strategies to reach patients who had previously tried Flonase with an offer to switch to Dymista during high allergy season.



PATIENT INFORMATION AND FULL PRESCRIBING INFORMATION

For seasonal nasal allergy sufferers 6 and older  
**ASK YOUR DOCTOR FOR**



**IMPORTANT SAFETY INFORMATION** SCROLL FOR MORE →

- Dymista Nasal Spray can cause sleepiness or drowsiness. Do not drive, operate machinery, or do anything that you need to be alert for until you know how Dymista Nasal Spray affects you.
- Do not drink alcohol or take any other medicines that may

PATIENT INFORMATION AND FULL PRESCRIBING INFORMATION



**DYMISTA®**  
(azelastine hydrochloride and fluticasone propionate) Nasal Spray  
137 mcg/50 mcg per Spray

**BY PRESCRIPTION ONLY**

All trademarks are the property of their respective owners.

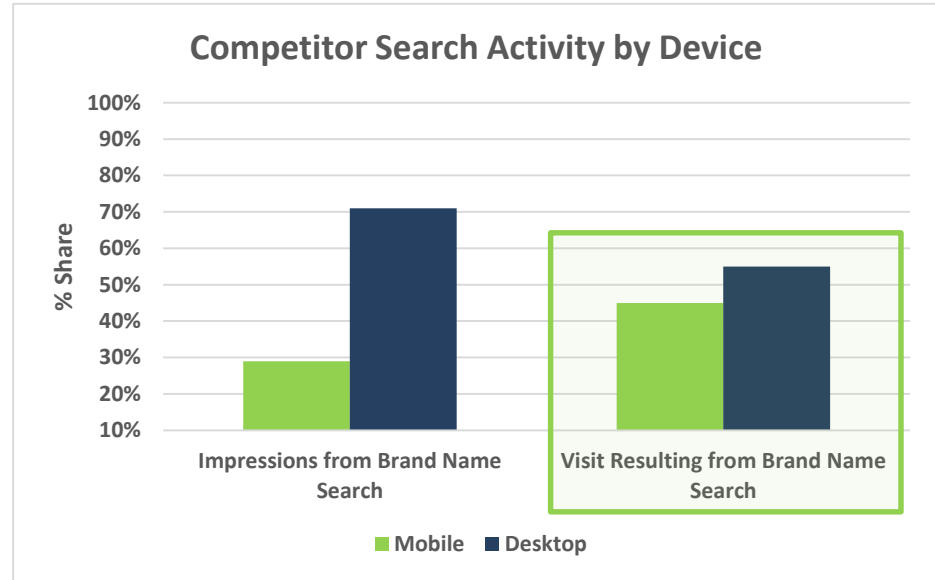
**IMPORTANT SAFETY INFORMATION** SCROLL FOR MORE →

- Dymista Nasal Spray can cause sleepiness or drowsiness. Do not drive, operate machinery, or do anything that you need to be alert for until you know how Dymista Nasal Spray affects you.
- Do not drink alcohol or take any other medicines that may

© 2015 Meda Pharmaceuticals Inc. Dymista is a trademark of Meda Pharmaceuticals Inc. N110 US01934301/01/01/15

## Success with Mobile Advertising #2

### Competitive Conquesting



- Competitor brand name searches account for about 12% of all search impressions
- Most competitor brand searches are actually done on desktop devices (only 29% on mobile devices)
- **BUT, mobile devices have double the CTR ultimately resulting in similar search visit volumes**

---

## Success with Mobile Advertising #2

### Competitive Conquesting

### Key takeaway:

**Brands must insert themselves into the patient's journey as they find the drug that works for them.**



# Understanding how patients search on mobile

### **Challenge:**

Patients/consumers use different search terms depending on the platform they're using to search. Marketers can struggle to understand what terms and keywords are going to be most successful.

### **Strategy:**

Understanding how devices affect search semantics (e.g., when consumers are using who, what, where, when, and how in their search queries) can help brand marketers optimize experiences toward mobile to take advantage of “micro-moments.”

What industry leverages semantic search queries extremely well?

**Travel**



# Success with Mobile Advertising #3

## Understanding Mobile Search Semantics

### Travel Example: Red Roof Inn

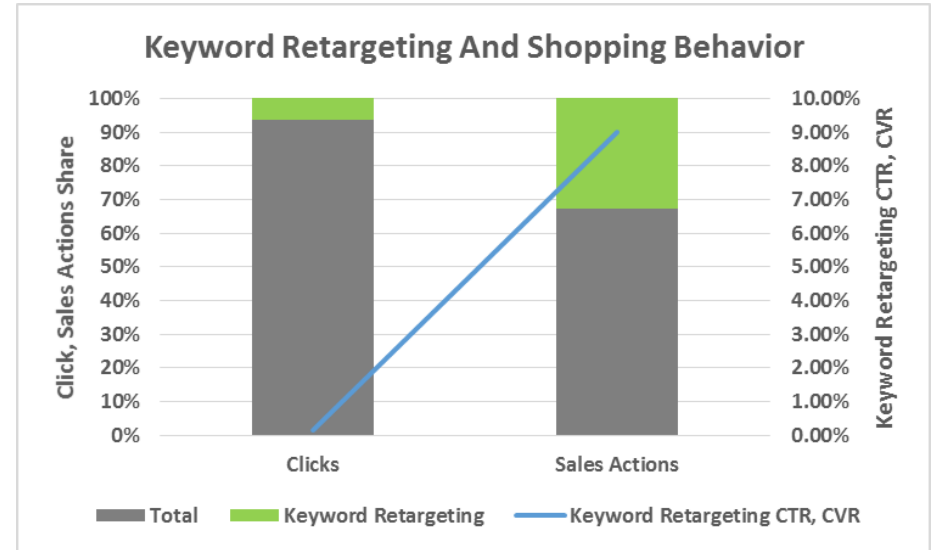
Over 400,000 travelers get stuck at airports because of canceled flights and weather every year. Red Roof used this to dominate the “last minute hotel” category.

- Tracked flight cancellation data
- Optimized mobile search strategies in real time targeting travelers with canceled flights

### In Action in Pharma: Scar Therapy

A scar therapy brand used keyword re-targeting to drive sales to find patients who were searching for solutions post surgery:

- “How to reduce a scar” or “scar-removal post-surgery”
- Mobile re-targeting garnered standard CTR, but showed a 350% lift in sales actions (vs. desktop)



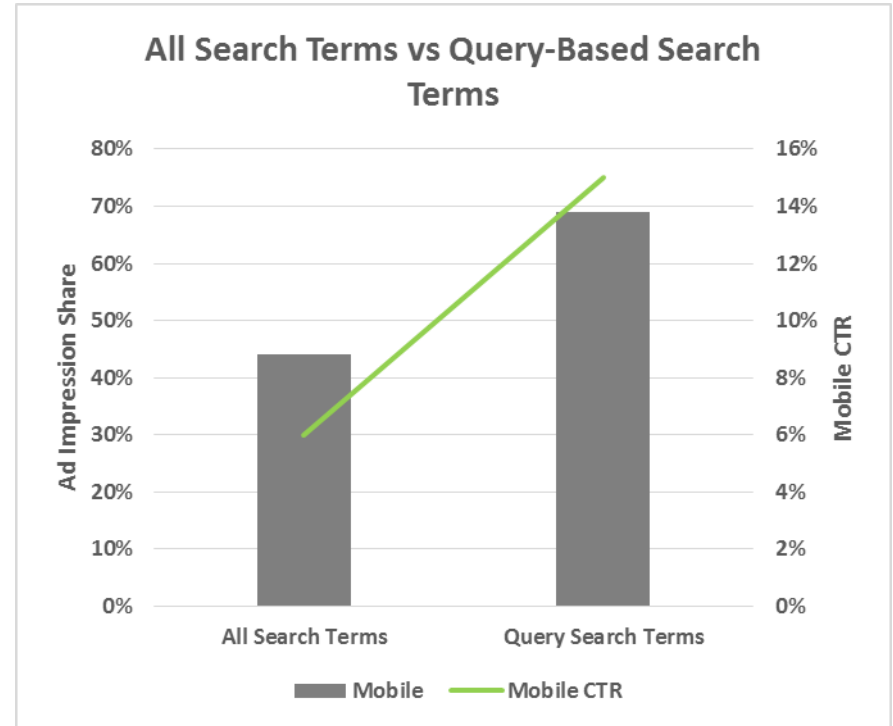
# Success with Mobile Advertising #3

## Understanding Mobile Search Semantics

### Semantic Search Query Trends in Pharma:

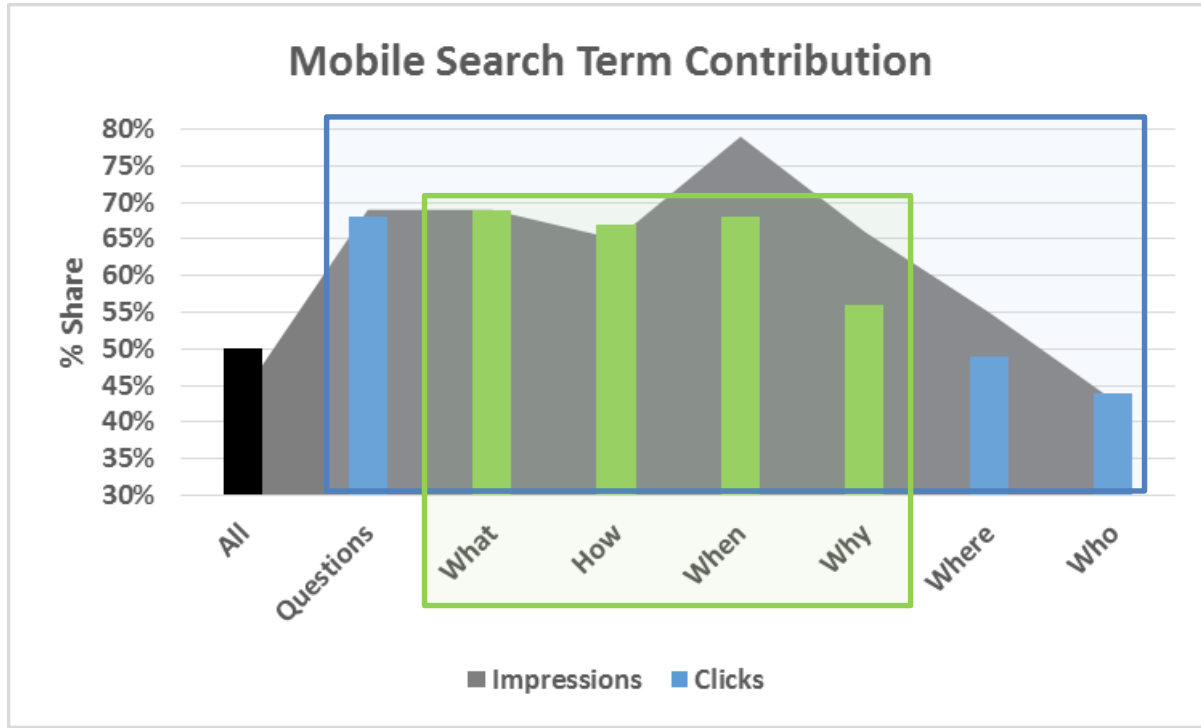
An in-depth analysis of 112k unique search terms in a pharma campaign reveal similar trends in mobile search behavior:

- Query impressions on mobile were higher than desktop (6% vs. 15%)
- Total CTRs increase dramatically when the user is asking a question (5% vs. 15%)
- **Questions on mobile devices (Who, What, Where, When, How) have a higher impression share and a much higher click through rate**



# Deeper Look at Pharma & Healthcare Search Queries

## Understanding Mobile Search Semantics



Queries based on an urgent need-to-know skews more mobile than desktop

---

## Success with Mobile Advertising #3

### Understanding Mobile Search Semantics

## Key Takeaway:

**Question-based queries are important to capture on mobile, as they have higher CTRs. It is also important to then create a mobile optimized experience from that click through.**

# Leveraging mobile to reach the right doctors

### **Challenge:**

Finding the right doctors and immersing them with your brand's message in a relevant and valuable way is difficult, and can be wasteful if not done strategically.

### **Strategy:**

Creating a cross-platform strategy that connects display, out-of-home, print and/or radio with mobile can create a 360 degree branded experience for specialty doctors and HCPs.

What industry creates cross-medium campaigns  
extremely well?

**Retail**





# Success with Mobile Advertising #4

## Mobile + 360 Immersion Experience

### Industry Example: Nordstrom

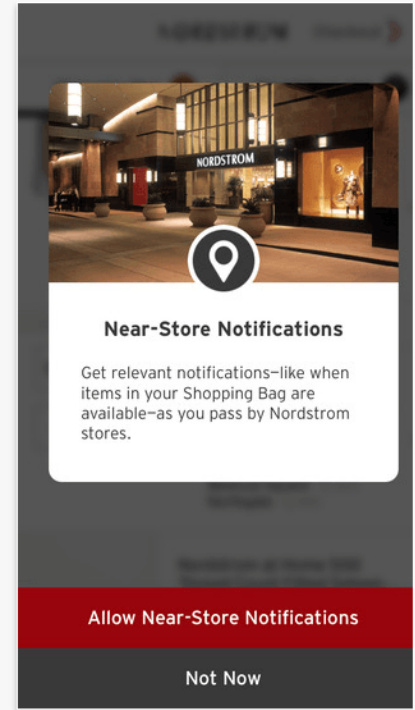
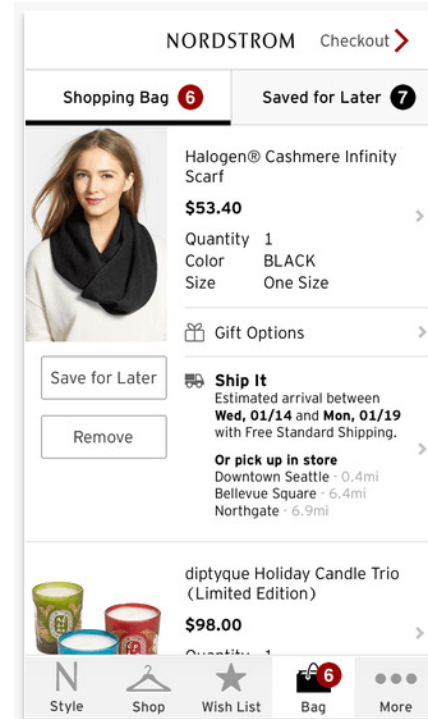
Nordstrom is a shining example for leveraging mobile as a key part of a cross platform strategy:

- Mobile showed if an item was in stock, store locations and count stocks
- In 2016 launched curb-side pick-up
- Re-targeted across search and social

### In Action in Pharma: Cempra

Silverlight Digital leveraged geo-fencing and day parting to reach doctors in conferences.

- Mobile geo-fencing with a tight radius around around key conference centers during key times
- Out-of-home component around key routes to and from conference centers (taxi included)
- Re-targeted to conference attendees across search and social



---

## Success with Mobile Advertising #4

### Mobile + 360 Immersion Experience

### Key Takeaways:

**Mobile is critical in finding and reaching the right doctors.  
Don't underestimate the power of adding in additional channels to boost  
campaign engagement.**

# Pharma & Healthcare brands can be social, too

### **Challenge:**

Gaining brand exposure can be difficult, especially in a way that feels relevant to the end patient. Social media is a great platform for brands to create relevant relationships with consumers, but finding an organic way to engage is difficult.

### **Strategy:**

Using social media influencers to introduce a new drug to key audiences can enhance the micro-moment.

What industry uses social media influencers extremely well?

**Beauty**



# Success with Mobile Advertising #5

## Use Influencers to Organically Engage on Mobile

### Industry Example: Chanel

Chanel launched a new fragrance, leveraging social media influencers:

- Over 1,600 original pieces of content were created
- Campaign garnered over 1 million likes
- Exposed new fragrance to 9 million social media users

### In Action in Pharma: Diclegis

Diclegis leveraged social influencers to reach the right potential patients on their mobile devices:

- Reached out to the influencers likely to connect with newly pregnant women
- Focused message on key symptoms and what the patients were missing out on as a result of those symptoms



# Success with Mobile Advertising #5

## Use Influencers to Organically Engage on Mobile



emilygmaynard

Follow

9,702 likes

33w

emilygmaynard #Ad

Y'all, I'm finally enjoying my pregnancy! So grateful to my readers who told me about #Diclegis (doxylamine succinate/pyridoxine hydrochloride). It's helped get my morning sickness under control (finally)! I was so sick of being sick & thought I'd tried everything - diet, lifestyle etc, but nothing worked. The most common side effect is drowsiness, and I love that Diclegis was studied in pregnant moms like me.

If you have #MorningSickness ask your healthcare provider about Diclegis. It worked for me!

Additional safety information can be found below and at

[www.DiclegisImportantSafetyinfo.com](http://www.DiclegisImportantSafetyinfo.com) or [www.Diclegis.com](http://www.Diclegis.com). Duchesnay USA

encourages you to report negative side effects of prescription drugs to the FDA. Visit [www.fda.gov/medwatch](http://www.fda.gov/medwatch) or call 1-800-FDA-1088.

♡ Add a comment...



---

## Success with Mobile Advertising #5

### Use Influencers to Organically Engage on Mobile

## Key Takeaways:

**Look for people that can enhance organic social engagement on mobile. It can bring consumer exposure for new drugs to market.**

# Make your message relatable

### **Challenge:**

Pharma brands can be drier than other industries, proving it more difficult to leave a memorable message.

### **Strategy:**

Since consumers are more likely to engage on mobile, it's critical to tap into emotions to create a message that patients / consumers *want* to share.



What industry creates memorable mobile video?

**Our friends at Google**



# Success with Mobile Advertising #6

## Make Your Message Memorable

### Industry Example: Google

In a short video spot for Android Google was able to create the most shared video ad of 2015.

- Showcases unlikely friends palling around together
- Was shared 6.4 million times
- Used very little original content

### In Action in Pharma: Post-Op Treatment

Created patient testimonial video that presented engaging stories about their experience with the product:

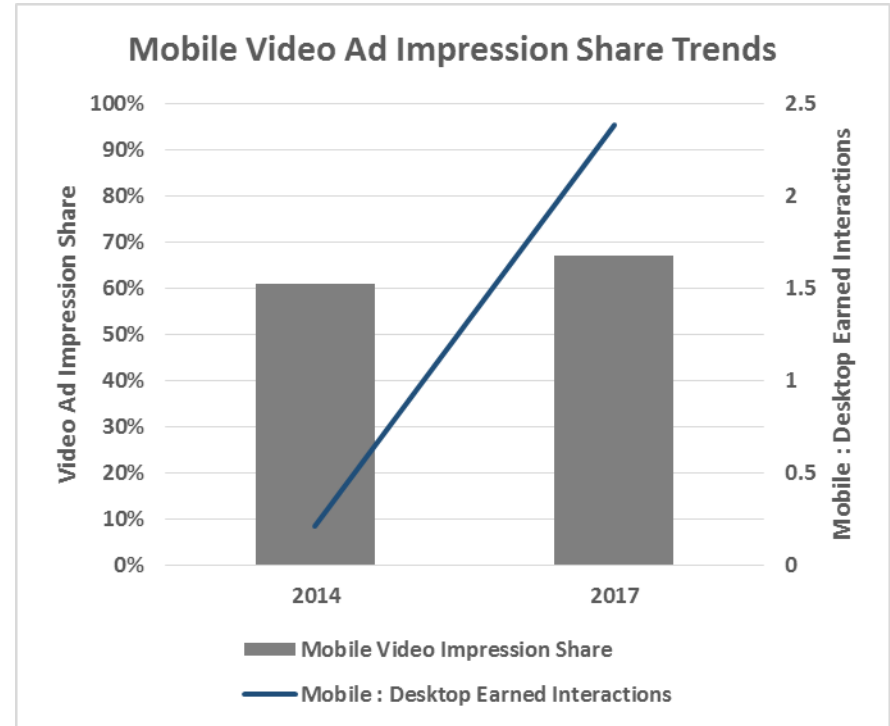
- 57-fold increased engagement with the brand on mobile devices after viewing the testimonial video



# Silverlight Data Reflects These Trends

## Mobile is Leading the Way in Video:

- Mobile video ad impressions are two-fold higher than desktop impressions
- Mobile video impression share was 61% in 2014, today is at 67%
- Mobile performance accounted for 65% more total video ad views
- Mobile ad users are 2.4x more likely to complete a following action (watch a subsequent video, click to a site, or download an app) after watching a video ad



# About Silverlight Digital:

## We are a boutique agency with big agency experience

We focus on helping brands across the entire digital spectrum, from display to search, mobile, video, programmatic and social to recommend the best approach for our clients in pharmaceutical, retail, financial services, travel, sports and more

# Media Specialists

We're a boutique agency with our finger on the pulse of all things digital:

## Digital Expertise:



- Strategic Planning & Buying
- SEM / SEO
- Programmatic Buying
- Social, Mobile, Video and Native
- Local / National
- Ad Operations
- Pacing and Optimizations
- Analytics and Reporting

## Extended Offerings:

- Print
- OOH
- Point-of-Care
- Radio

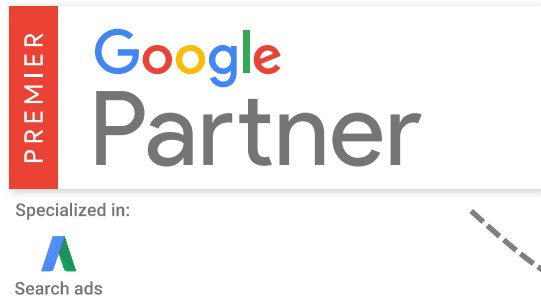
## Ensured to Reach HCPs & Patients

- Over the Counter
- Medical Conference
- Symptom Targeting
- Seasonal Targeting
- Competitive Conquesting



# A Dynamic Partnership

We are proud to be named as a Premier Google Partner. Google and Silverlight work hand-in-hand to deliver the highest quality level of service and innovation to clients.



“The badge recognizes companies that excel with Google’s products. Their businesses are healthy, their customers are happy, and they use Google best practices.”

---

# Thank You!

---

Michael Ackerman, VP Business Development

[mackerman@silverlightdigital.com](mailto:mackerman@silverlightdigital.com)

[www.SilverlightDigital.com](http://www.SilverlightDigital.com)

Follow Us: @SLDigitalMedia