

## The Online Advertising Prescription: PointRoll Rich Media

Pharmaceutical advertising presents a slippery slope to marketers due to a myriad of objectives including direct response, branding or a combination of the two. Direct response is a critical need in driving consumers to seek more information, request a free trial and more. However, the importance of branding should not be ignored as awareness is a primary driver of the initial patient/doctor conversation. Case in point: the February 2007 issue of Consumer Reports states that of the 335 surveyed doctors, 78% said they had been asked to prescribe a medication for which a patient had seen an advertisement.

Pharmaceutical advertisers face significant obstacles in getting their messages out. According to comScore, the recent FDA warning to pharmaceuticals about their compliance with search marketing fair balance guidelines led to an unprecedented 84% drop in pharma search ads. However, consumers do not just rely on search when seeking information on health and pharmaceuticals; they visit healthcare websites, read blogs or other user generated content, and listen to podcasts. To capture these users, overcome the hurdles and maximize shrinking budgets in challenging economic times, pharmaceutical advertisers have embraced rich media digital banner advertising to drive greater response and maximize media budgets.

**Measurably improve your online display advertising by creating interactive, engaging and actionable consumer experiences while gaining valuable performance data. See inside for pharmaceutical online rich media display benchmarks and more.**

**What exactly is rich media banner advertising and what makes it so powerful in communicating pharmaceutical marketing messages and driving scrips and OTC purchases?** Rich media is digital banner advertising that drives response with interactive elements such as video, data collection, couponing, polling and much more. A rich media ad can be as full featured as a mini-website and just as measurable, tracking everything from interaction with the ad itself and the various elements within to how much time a consumer spent on the ad and ultimately conversion.

Additionally, rich media advertising – unlike standard banners – offers brand managers the tracking functionality of a traditional web site, including how much time a consumer spends interacting with an ad and how they interacted. Within rich media ads, **online users can interact with pharmaceutical brands by watching video and TV spots, downloading coupons or free trial offers, participating in patient surveys/polls, and even setting medication reminders in their personal email or calendar programs.** And because rich media ads are designed to expand, pharmaceutical companies can include all drug facts, regardless of length, to satisfy FDA requirements.

As consumers face more messages than ever, it is crucial that pharmaceutical marketers – and marketers in general – maximize their online advertising with relevant, interactive and creative ad units that provide the flexibility to display products and offers in a compelling and engaging way.



View this GSK Lamictal ad and other pharmaceutical campaigns at [www.pointroll.com/showcase](http://www.pointroll.com/showcase)

## Generating Results

At PointRoll, we are passionate about developing innovative rich media technology solutions that go beyond the creative limitations of standard flash display ads. We work with advertisers and their agencies to build and deliver the most effective and robust user-initiated advertising across the Internet.

We have unparalleled relationships with leading sites including Yahoo!, MSN, AOL, Google and others such as Fox Interactive Media, USA Today.com and ad networks Undertone, Specific Media, advertising.com and Gorilla Nation. As leaders in rich media ad serving we have delivered highly successful interactive display ads across thousands of sites for advertisers and their agencies including:

Abbott Laboratories  
Allergan  
Amgen  
AstraZeneca  
Auxilium Holdings  
Aventis  
Bausch & Lomb  
Bayer  
Berlex  
Biogen

Bristol Myers Squibb  
Concerta  
Del Laboratories  
Eli Lilly  
Forest Labs  
Genentech  
Genzyme  
GlaxoSmithKline  
Hythiam  
Johnson & Johnson

Maalox  
MedPointe  
Merck  
MNLpharma  
Novartis  
Organon  
Ortho-McNeil  
Pfizer  
Pharmacia  
Procrit

Remicade  
Roche  
Sanofi  
Schering-Plough  
Sepracor  
Shire Pharmaceuticals  
Solage  
Takeda  
Valeant  
Wyeth

PointRoll served more than 85 billion rich media display ads in 2008 and 250 billion since launching in 2000. We are committed to redefining – and refining – measurement. We provide statistically significant vertical benchmarking data ranging from top performing website type, ad size, ad functionality and much more to provide advertisers with pre-planning and post-campaign benchmarks.

Considered the proxy for the industry, PointRoll dramatically enhances measurement capability to effectively and succinctly track ROI. On average from July 2008 through June 2009, **nearly six out of every 100 consumers interacted with a PointRoll pharmaceutical ad** – far beyond the 0.1% average click through rate of a standard ad. With an industry-leading average time spent of 13.6 seconds and the ability to measure total conversions, video completion rates and view-through reporting that measures website traffic tied to the ad units, PointRoll rich media has proven its value in creating experiences that connect with consumers and convert them into buyers and believers.

In the past 12 months, PointRoll created more than 10 billion conversion opportunities for clients, meaning millions of users saw branded messages billions of times.

**To receive comprehensive 2008 and 2009 pharmaceutical benchmarking data and analysis please contact [info@pointroll.com](mailto:info@pointroll.com).**

Q3/Q4 2008 - Q1/Q2 2009 Expandable Rich Media Campaign Performances  
DTC and HCP campaigns combined

Website Category	Interaction Rate	Avg Brand Time Spent on Ad	Click Through
Local/Regional	16.3%	12.2	0.08%
Games	11.5%	16.0	0.35%
Incentive	10.1%	7.0	0.16%
Kids & Family	8.8%	17.6	0.77%
Yellow & White Pages	8.3%	10.7	0.26%
News	7.0%	12.5	0.15%
Advertising/Marketing	6.9%	10.2	0.26%
Portals & Search Engines	6.7%	13.6	0.22%
B2B	6.7%	14.1	0.20%
Comics & Humor	6.7%	13.2	0.11%
Music & Streaming Media	6.6%	15.9	0.18%
Home & Garden	6.0%	11.6	0.15%
Travel	5.8%	9.7	0.14%
Employment	5.8%	9.3	0.12%
Computing & Technology	5.7%	10.9	0.11%
Ad Network	5.6%	12.4	0.16%
Health & Fitness	5.5%	11.0	0.13%
Entertainment	5.5%	12.8	0.15%
Womens Interest	5.4%	10.6	0.12%
Sports & Recreation	5.4%	11.2	0.10%
Business & Finance	5.3%	10.1	0.09%
Shopping & Auction	5.3%	8.2	0.14%
Learning & Reference	5.1%	12.6	0.16%
Community	4.9%	14.7	0.15%
Automotive	3.2%	8.9	0.08%
<b>Grand Total</b>	<b>6.2%</b>	<b>13.6</b>	<b>0.19%</b>