MEDIA TRACKING

TV Tracker
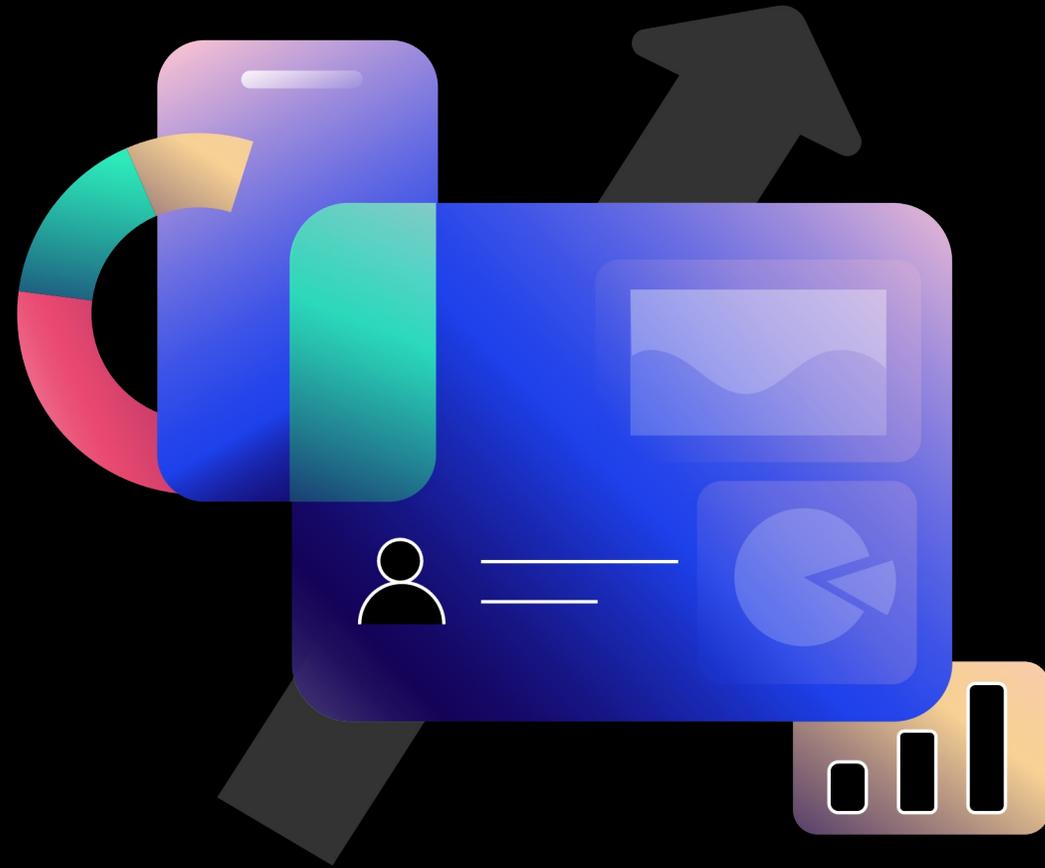
ZOOMRX

Where do
your patients
Watch TV?

What is the **real impact**
of your TV campaign
On Patient Behavior?

Prioritizing *where to place TV campaigns* and gauging their *in-market impact* is challenging

Media Placement

Where should I prioritize spend...

Linear TV or OTT

Which Networks? | **Which Platforms?**

...to **REACH** my **TARGET PATIENTS?**

Impact Measurment

Is my campaign...

Growing the Marketing Funnel

Swaying Perceptions

Motivating Action

...among **TARGET PATIENTS?**

A solution that captures *how real patients watch TV* and links ad exposure to behavior

National Impressions

Provide
- ✅ Linear TV **Viewing Behavior**
- ✅ Linear TV **Ad Impressions**
- ✅ OTT **Ad Impressions** (Sometimes)

Don't Provide
- ❌ Data from **Verified Patients**
- ❌ **Multi-Screen** Activity (TV & Digital)

OR

Survey-Based Feedback

Provide
- ✅ **Verfied** Patients
- ✅ **Self-Reported** Viewing Behavior
- ✅ **Recall-Based** Ad Impressions

Don't Provide
- ❌ **Live TV Ad** Exposures (Linear/OTT)
- ❌ **Multi-Screen** Activity (TV & Digital)

TV Tracker bridges the gap and links *campaign exposure* to real patients' *perceptions & behaviors*
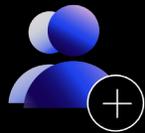
Verified Patients

- Patients within the **target therapeutic area**
- Caregivers & decision-makers

Live Behavior

- **Patient-level TV viewing & ad exposures** across:
  - Linear TV
  - OTT
  - Recorded TV (DVR)

Quantifiable Impact

- Robust impact analysis through **pre vs. post** and **exposure vs. non-exposure testing**
- **Cross-channel activity** linking ad exposures to online behavior

How It Works

**Verified Patient Installs The Mobile App** → **Patient Enables App While Watching TV** → **App Identifies Viewing Behavior & Ad Exposure** → **Periodic Survey Quantifies Ad Impact**
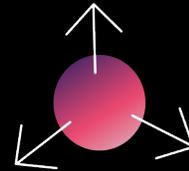
What You'll Get
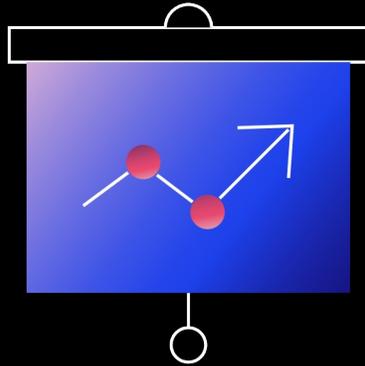
In-Depth Reports Summarizing...

Media Placement Recommendations

- Go-to channels/platform (Linear vs OTT)
- Viewing pattern across day-times

Campaign Impact Measurement

- Brand awareness/consideration
- Ad Recall
- Key message takeaway
- Brand perceptions
- Intent to seek more information/ask MD
- Browsing behavior (sites visited)

Competitor Activity Monitoring

- Benchmarks vs. in-market competitors
- Competitor campaign launch monitoring

TV Tracker shows where to place TV media to *reach your patients* where they watch

Where should I prioritize spend...

Linear TV or OTT?

Do my patients spend more time watching Linear TV or OTT?

TV Networks

- What are my patient's go-to networks?
- What time of day are my patients watching?

Streaming Platforms

- Which streaming platforms are my patients using?

Share of Time Patients Spend Viewing

LINEAR VS. OTT

OTT

56%

44%
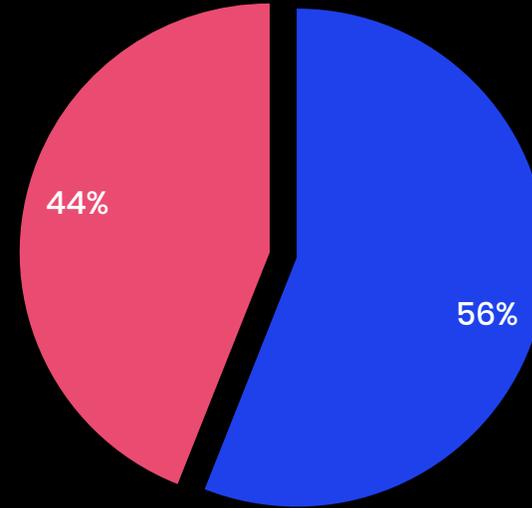
Linear

MEDIA PLACEMENT

Understand *where* your patients watch TV

TOP 5 PLATFORMS
By Share of Time

Platform	Share
Hulu	19%
Netflix	11%
Prime Video	5%
Disney+	4%
Vudu	4%
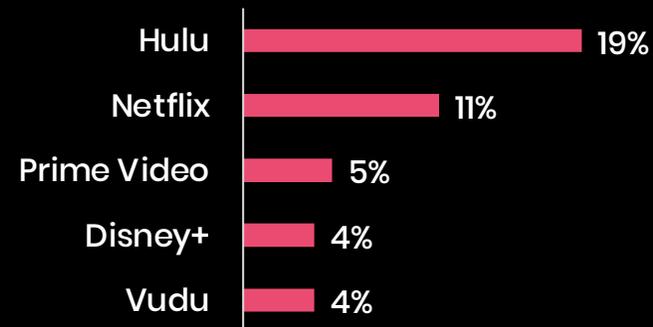
TOP 5 CHANNELs
By Share of Time

Channel	Share
CBS	16%
Fox	11%
HLN	8%
Discovery	7%
ESPN	6%
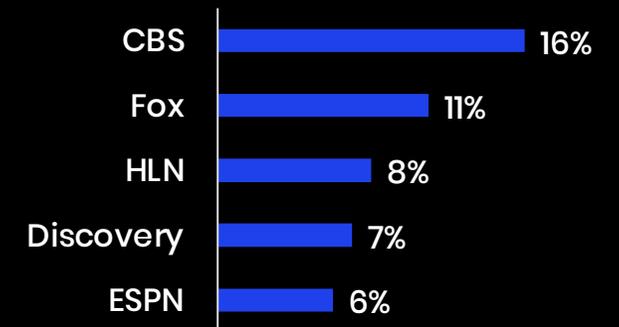
Linear Tv Viewing
BY TIME OF DAY

12:00
11:00
10:00
9:00
8:00
7:00
6:00
5:00
4:00
3:00
2:00
1:00
12:00

1:00
2:00
3:00
4:00
5:00
6:00
7:00
8:00
9:00
10:00
11:00

Evening

Morning

SHARE OF TIME
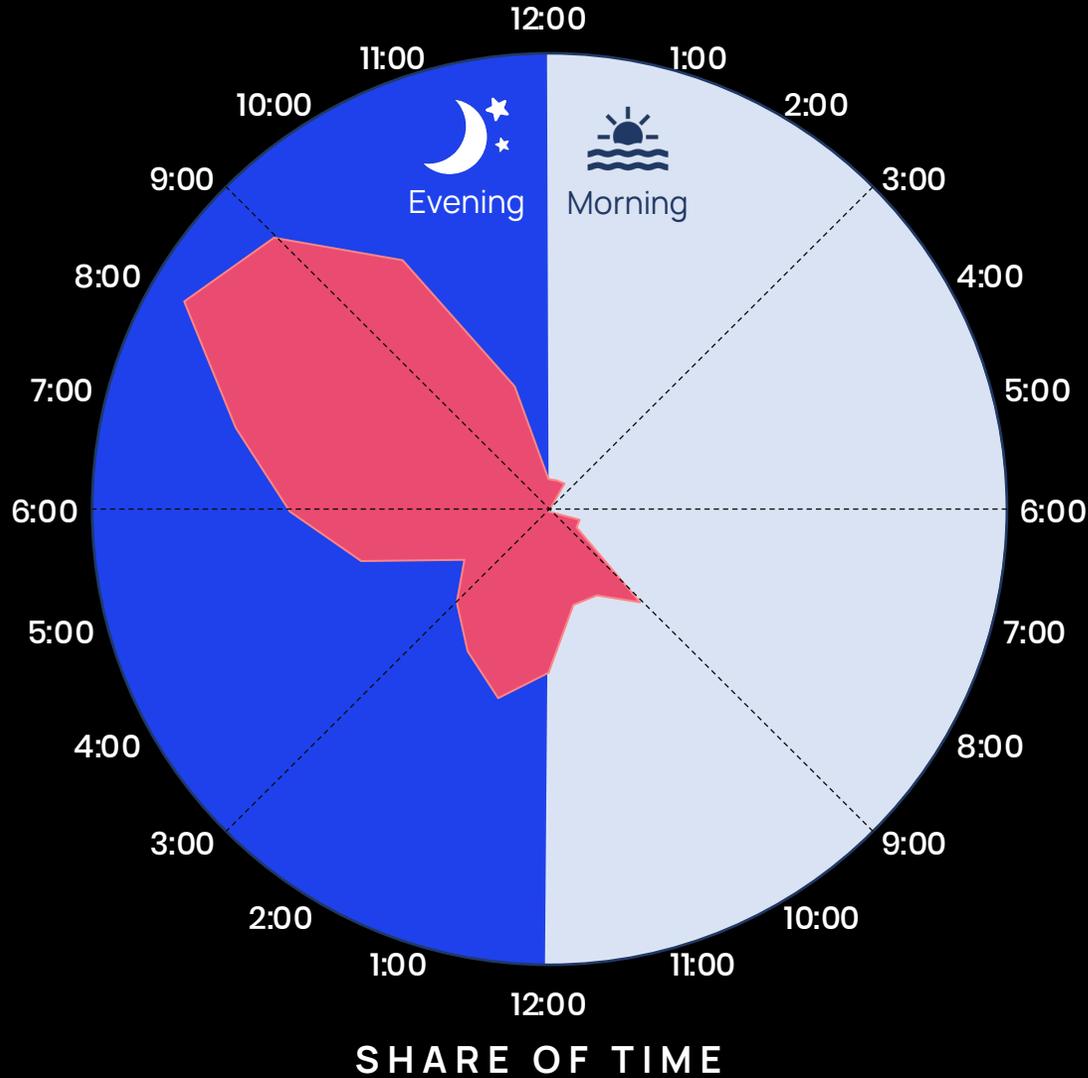
MEDIA PLACEMENT

Identify **when** your patients watch TV

TV Tracker captures the real *impact of your campaign* on the metrics that matter

IMPACT MEASUREMENT

Is my campaign...

Growing the Marketing Funnel

- Are ads reaching patients and being recalled?
- What is the campaign's impact on the marketing funnel?

Swaying Perceptions

- Do patients recall the messaging in the ad?
- Is the campaign's messaging lifting brand perceptions?

Motivating Action

- Are patients seeking additional information after exposure?

# Measure the real impact of your campaign on the *Tx market Funnel*

IMPACT MEASUREMENT

Treatment Awareness
(% of Patients)

Ad-Launch

Aided Awareness

Unaided Awareness

	Month 1	Month 2	Month 3	Month 4
Total	15	19	24	22
Not Exposed	15 / 3	16 / 3	14 / 2	15 / 3
Exposed		4	5	6

% of Patients Exposed to Ad

0%   **9%**   **20%**   **26%**

■ Not Exposed   ■ Exposed

Month 4 →
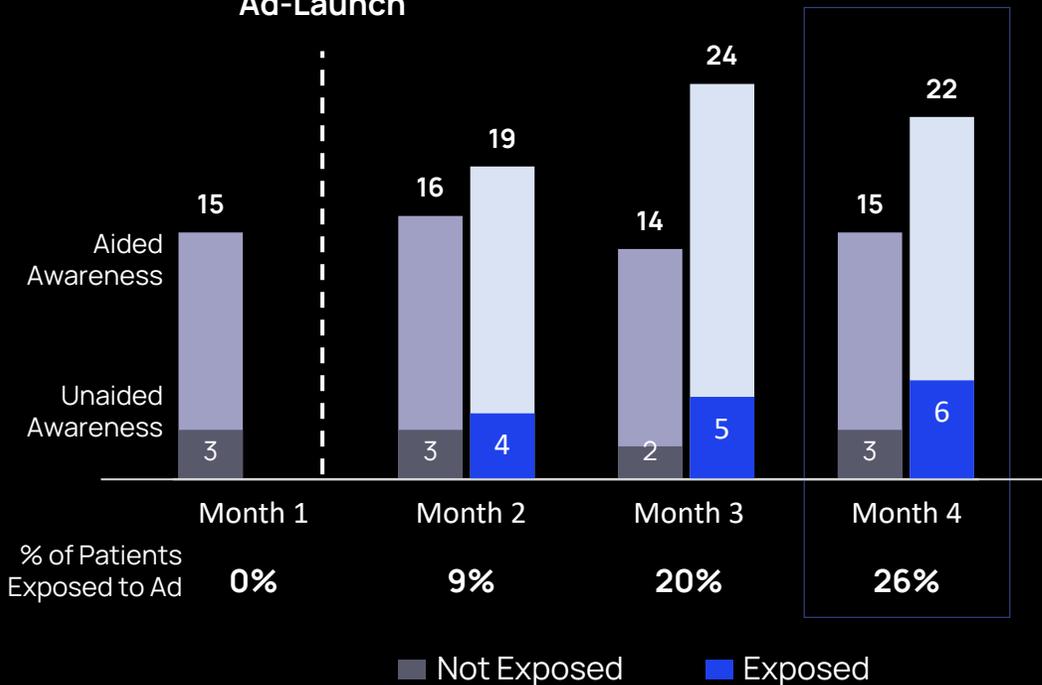
Campaign Stats
(By Type of TV)

Reach

Linear — **13%**
OTT — **24%**

Recall Exposure

52% Linear   **67%** OTT

(Among Patients Exposed to Ad)
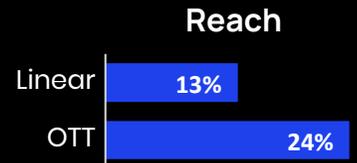
Marketing Funnel
(Among Patients Exposed to Ad)

22% Aware   **+7**

19% Would Consider   **+4**

12% Ever Tried   **+2**

5% Use   **+3**

Delta vs. Not Exposed to Ad
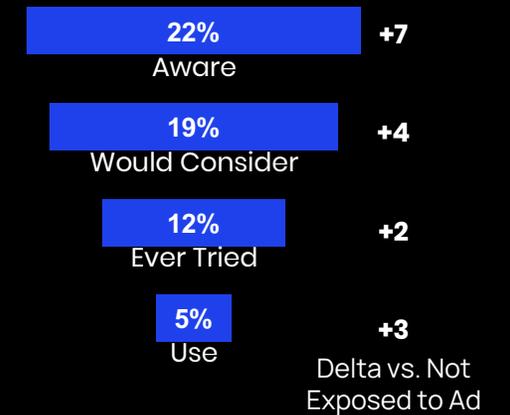
Gauge how well your *ads are breaking through* to patients

78

Patients Were Exposed to the Ad

38%

62%
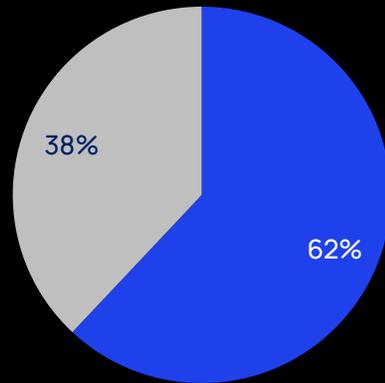
62% Recall Seeing the Ad

Top Messages Recalled Include

Controls symptoms quickly — 78%

Take once per day — 64%

Provides extended relief — 62%

Side Effect 2 — 55%

Side Effect 1 — 33%
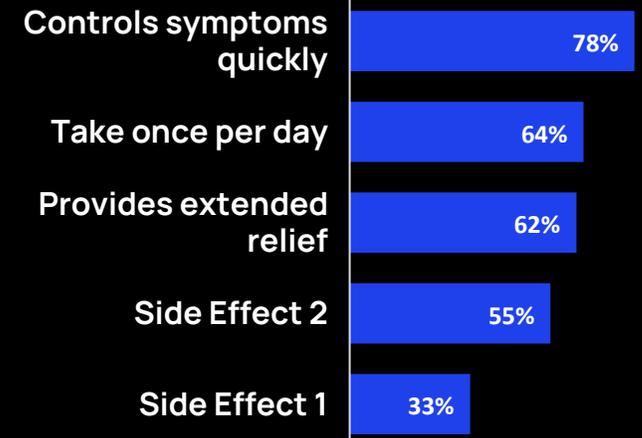
(% Who Recall Message)

Understand how exposure *motivates action* and *impacts perceptions*

Likelihood to Take Action
(% T2B)

Ask my doctor during our next appointment
- 68%
- 54%

Research online
- 64%
- 56%

Tell a friend or acquaintance who lives with [Indication]
- 56%
- 52%

- Exposed to Ad
- Not Exposed to Ad
- Competitor Benchmark
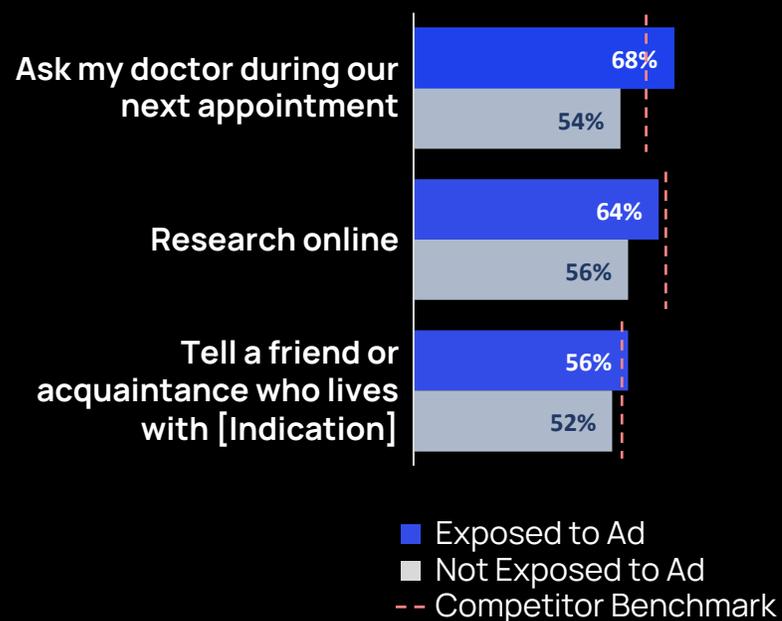
Treatment Perceptions
(% T2B)

Once-Daily Dosing — 18% — 27%

For People with [Indication] — 20% — 23%

Side Effect 2 — 19% — 22%

Fast Acting — 20% — 21%

Patient Support Program — 19% — 20%

Side Effect 1 — 19% — 20%

- Exposed to Ad
- Not Exposed to Ad
- Competitor Benchmark
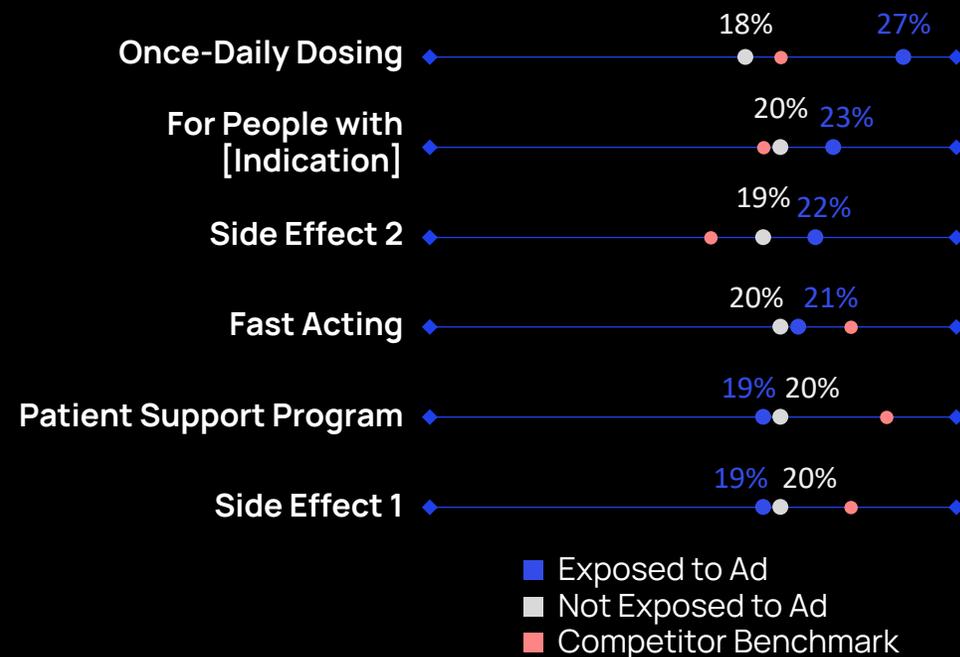
Project Timeline

Pre-Launch

Identify Key Channels to inform media buys

Establish Baseline awareness, perceptions, and other KPIs

Post-Campaign Launch

Monitor Campaign Reach & Breakthrough by linking verified exposures with ad and message recall

Gauge Campaign Impact by measuring how exposure contributes to shifts in KPIs and real-world browsing behavior

Month 0 1 2 3 4 5 6 7 8 9 10 11 12
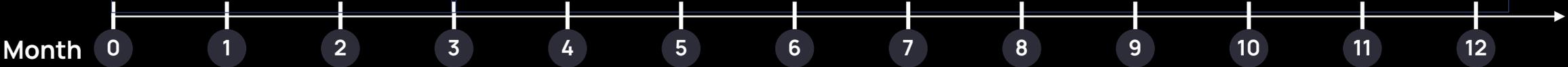
Get in touch

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