

TV Maximizer Exceeds Crossix On-Target Audience Benchmark by 62%

Campaign Overview

A global pharmaceutical holding company, along with its media buying agency, partnered with VideoAmp to drive awareness of the brand's psoriasis treatment and empower patients using competitors' products to switch their current treatment.

The campaign utilized VideoAmp's **TV Maximizer Competitive Conquesting** to target consumers who had seen competitors' ads on linear and re-engage them on digital to help steal market share. The campaign targeted consumers across four screens - mobile, tablet, desktop and OTT - utilizing robust audience targeting via Crossix and contextually relevant inventory.

Campaign Criteria



Repurpose the 60-second TV spot asset for digital video campaigns



Clear performance benchmarks for video completion (50%), viewability (70%) and Crossix multiplier (1.3x)



Competitive conquesting using competitors' TV ad exposure

Campaign Results

The campaign highlighted TV Maximizer's ability to reach a qualified audience through optimization and identified opportunities within age demographics, enabling the brand to utilize competitive conquering to capture new audiences and shift perception of its psoriasis treatment.

VideoAmp exceeded the campaign's performance benchmarks, resulting in the pharmaceutical company adding campaigns with four additional brands within its portfolio.

2.1x

Frequency Against Crossix On-Target Audience

Audience targeting and competitive conquering across four screens, delivering an overall **2.1x frequency against Crossix on-target audience**. This exceeded the campaign's performance benchmark by 62%.

87% VCR

VCR and Viewability

Successfully scaled long form video while delivering **87% VCR** and **70% viewability**. This exceeded the campaign's VCR performance benchmark by 74%.

55+ Demo

Capture New Audiences

Competitive conquering indexed high for **55+ age demographic**, identifying this demo as an opportunity to **steal share of voice (SOV)** from competitors. Also revealed valuable competitive insights including where competitors are spending across linear.

“VideoAmp’s TV Maximizer solution has enabled our team to scale our competitive re-marketing efforts and efficiently distribute our video content to valuable audience segments. Their customer service and performance against our campaign KPIs have been great throughout the entire process.”

Associate Media
Director, Brand’s
Media Buying Agency