



## **2024 Advertising Insights Report For Pharma**

**INNOV**

## Introduction

The 100% digital future of television is imminent. Amazon Prime, Apple TV+, Netflix, and other streamers have announced ad-supported subscription tiers. Live sports are moving to streaming, and you can bet advertiser dollars will move there as well. Marketers will spend more than \$40 billion on CTV advertising in 2027, according to eMarketer projections.

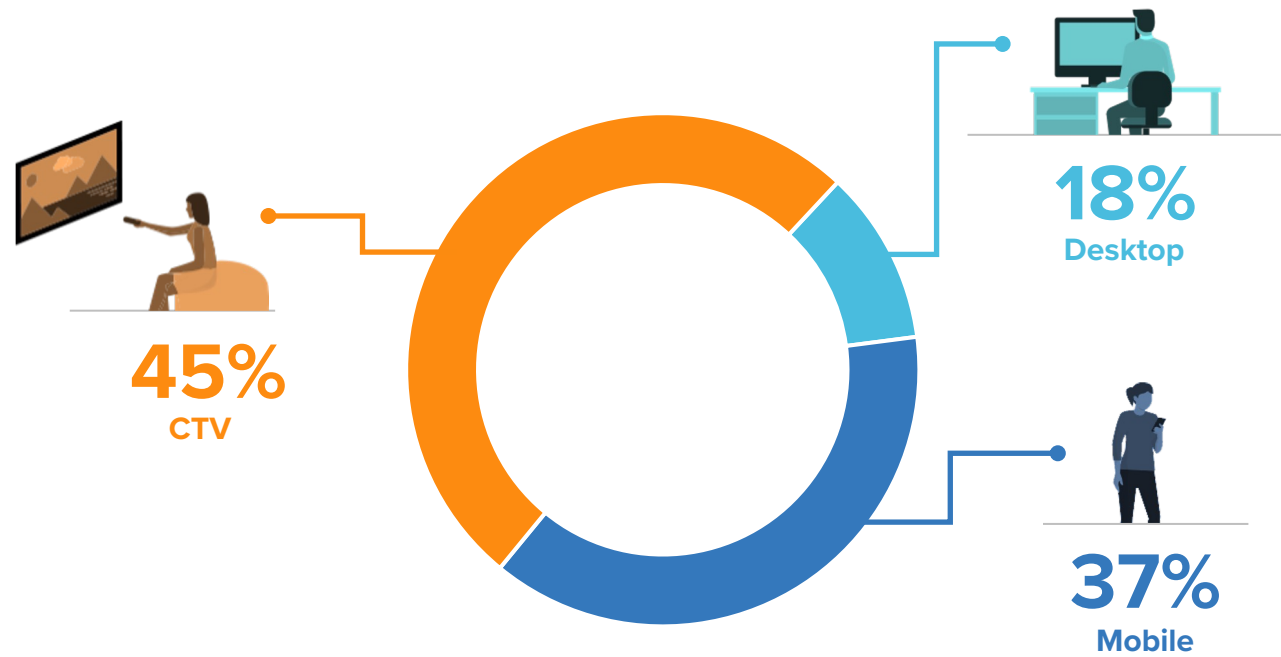
To help advertisers stay competitive, in the following report Innovid has analyzed 380 billion video advertising impressions across verticals served on our platform between Jan. 1-Dec. 31, 2023. **We have an unprecedented view into streaming viewership** and our data can help Pharma advertisers understand how to connect, engage, and drive outcomes in a media world dominated by CTV.



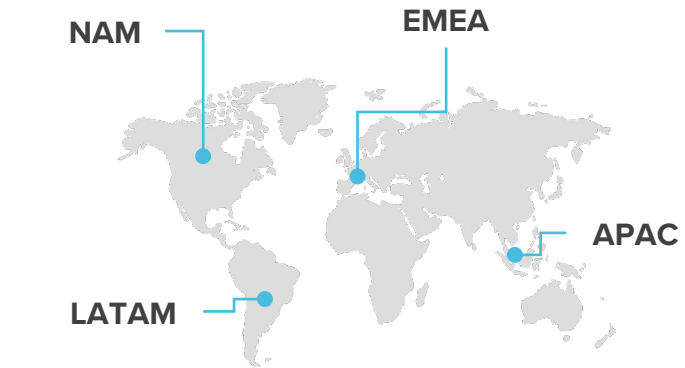


# Overview

Pharma Video Impression Share By Device



Regions Analyzed



Among Pharma advertisers, CTV’s share of impressions has **grown by 36%** since 2019

# Data Featured In This Report

1

## Video Completion Rate

*Break down the influence that different lengths, devices, and formats have on video completion rate.*

2

## Click-Through Rate

*Evaluate the impact that ad length, device, and creative format have on click-through rate.*

3

## Engagement Rate

*Dive deep into engagement, gaining insight into how ad length, device, and creative format impacts interaction.*

4

## Average Reach

*Compare the average reach seen across all video impressions to how the vertical is approaching reach.*

5

## Average Frequency

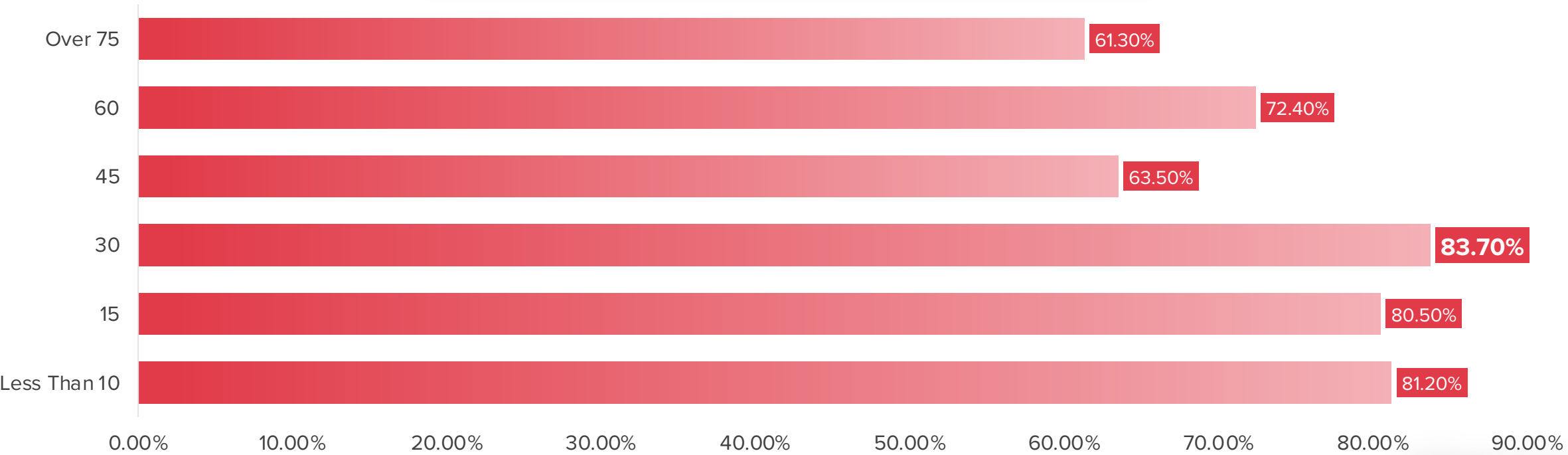
*See the average frequency seen across all video impressions vs. how the vertical is approaching frequency.*



# Completion Rate By Standard Video Ad Length

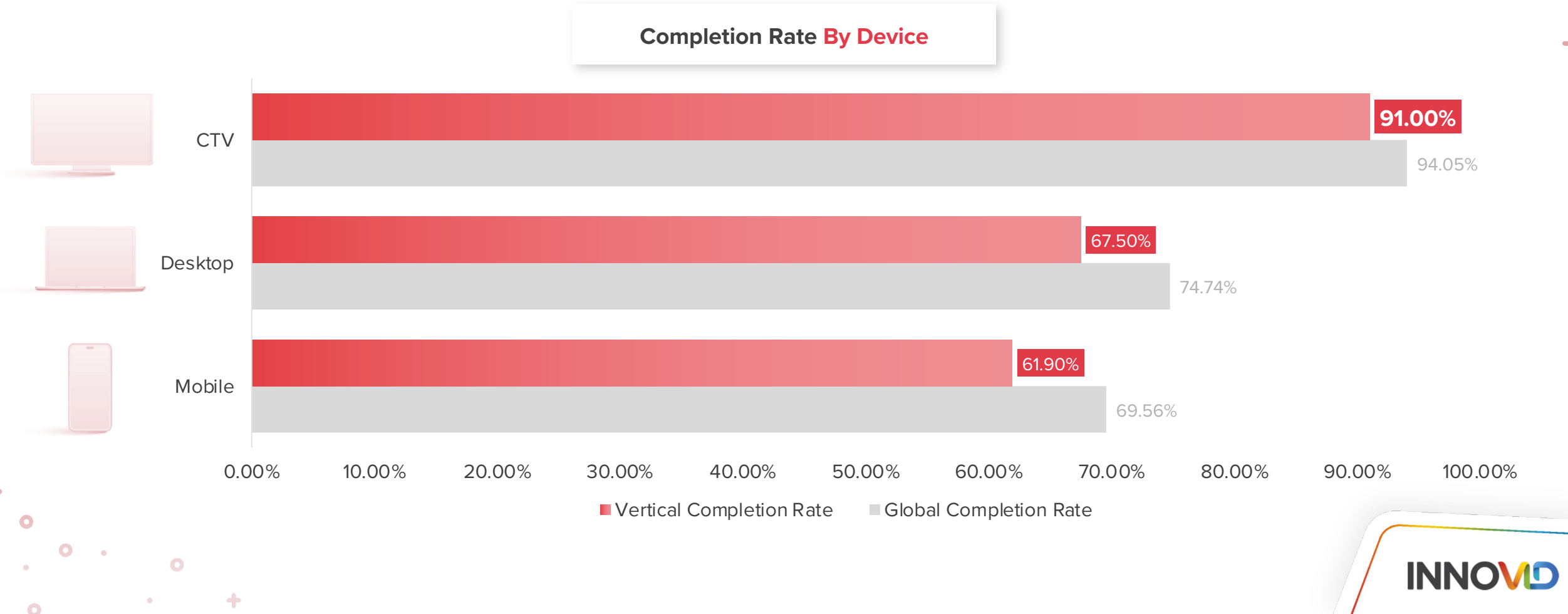
Completion Rate, or VCR, is calculated by dividing the total number of impressions by the number of impressions which reached 100% completion and is often considered to be the core metric for video performance. Within the 2023 data for Pharma, we found that 30-second videos performed best among standard videos in terms of completion rate.

Completion Rate **By Video Length**



# Completion Rate By Standard Video Device Type

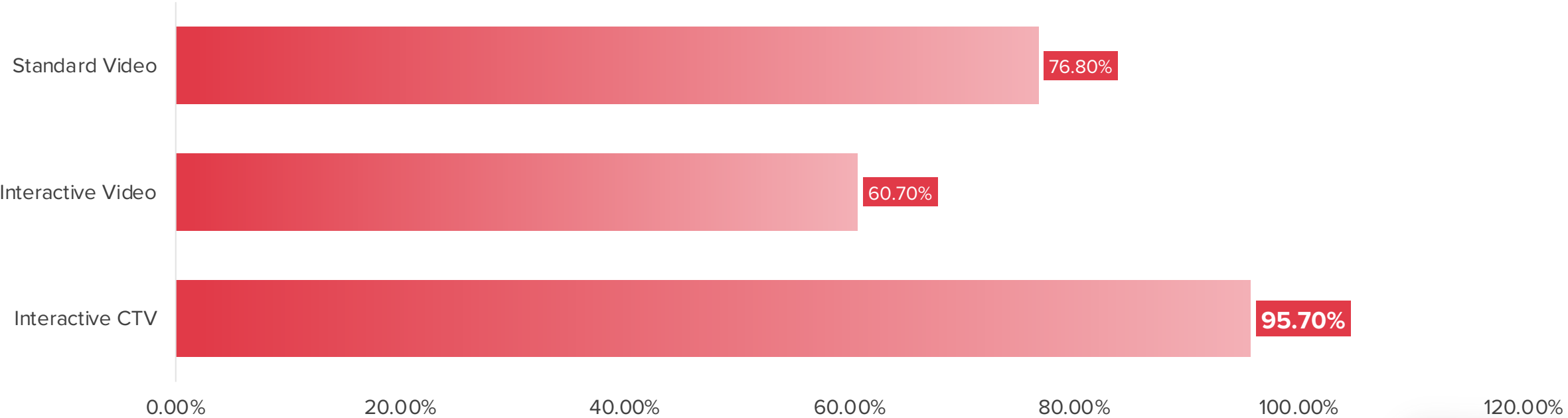
Completion Rate, or VCR, is calculated by dividing the total number of impressions by the number of impressions which reached 100% completion and is often considered to be the core metric for video performance. Within the 2023 data for Pharma, it was no surprise that CTV performed best among device types in terms of completion rate because most inventory is unskippable.



# Completion Rate By Format Type

Completion Rate, or VCR, is calculated by dividing the total number of impressions by the number of impressions which reached 100% completion and is often considered to be the core metric for video performance. Within the 2023 data for Pharma, it was no surprise that interactive CTV performed best among format types in terms of completion rate because most inventory is unskippable.

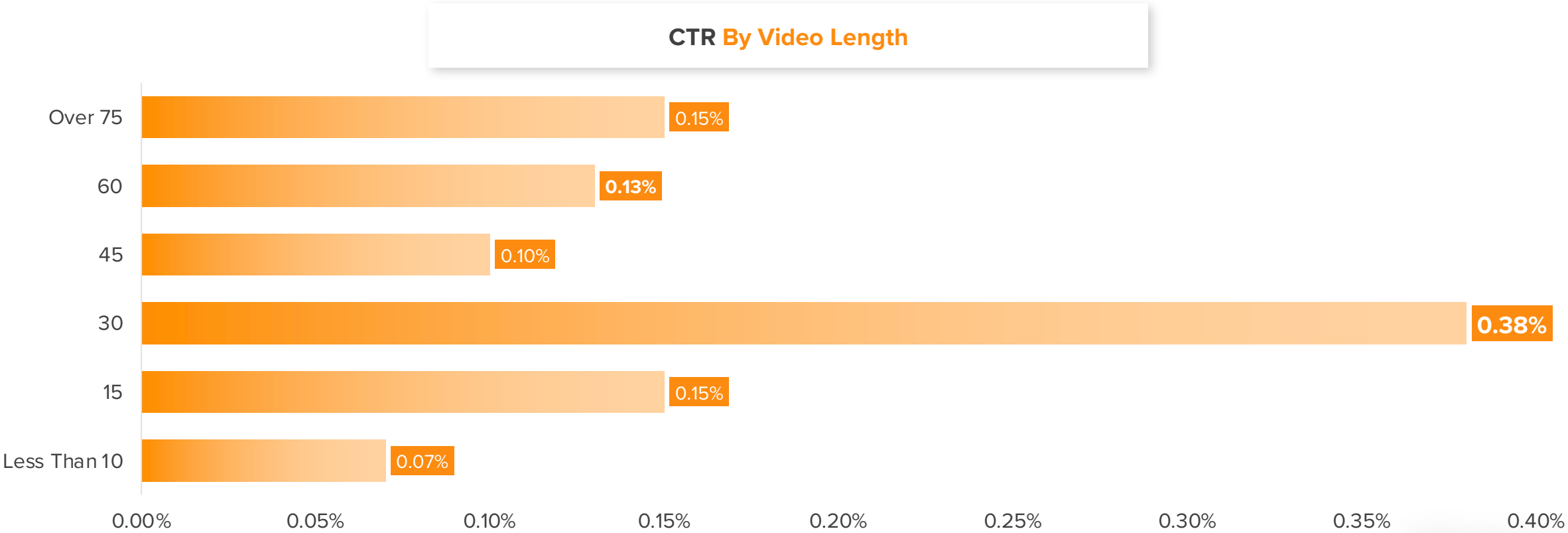
Completion Rate **By Format Type**



*\*Please note, for the purposes of these verticalized benchmarks, we have excluded choice-based Interactive CTV data.*

# Click-Through Rate By Standard Video Ad Length

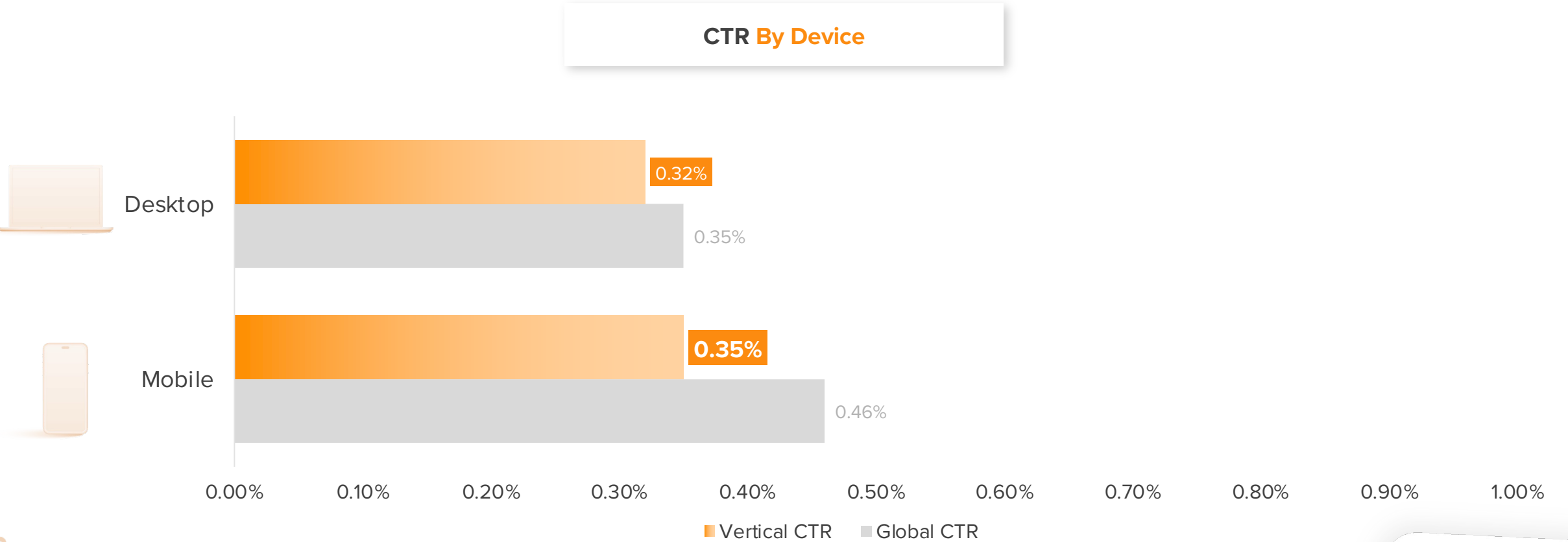
Click-Through Rate, or CTR, is calculated by dividing the total number of impressions by the number of ad impressions that resulted in a click-through to an external new web page. Within the 2023 data for Pharma, we found that 30-second videos massively outperformed other standard videos in terms of CTR.





# Click-Through Rate By Standard Video Device Type

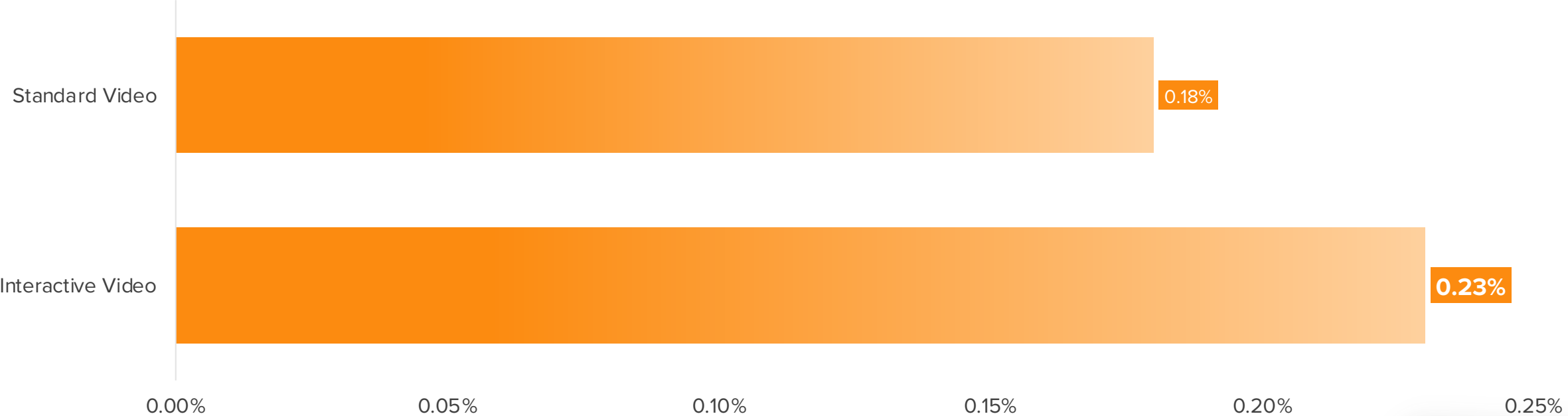
Click-Through Rate, or CTR, is calculated by dividing the total number of impressions by the number of ad impressions that resulted in a click-through to an external new web page. Within the 2023 data for Pharma, we found that mobile devices performed better than desktop devices in terms of CTR.



# Click-Through Rate By Format

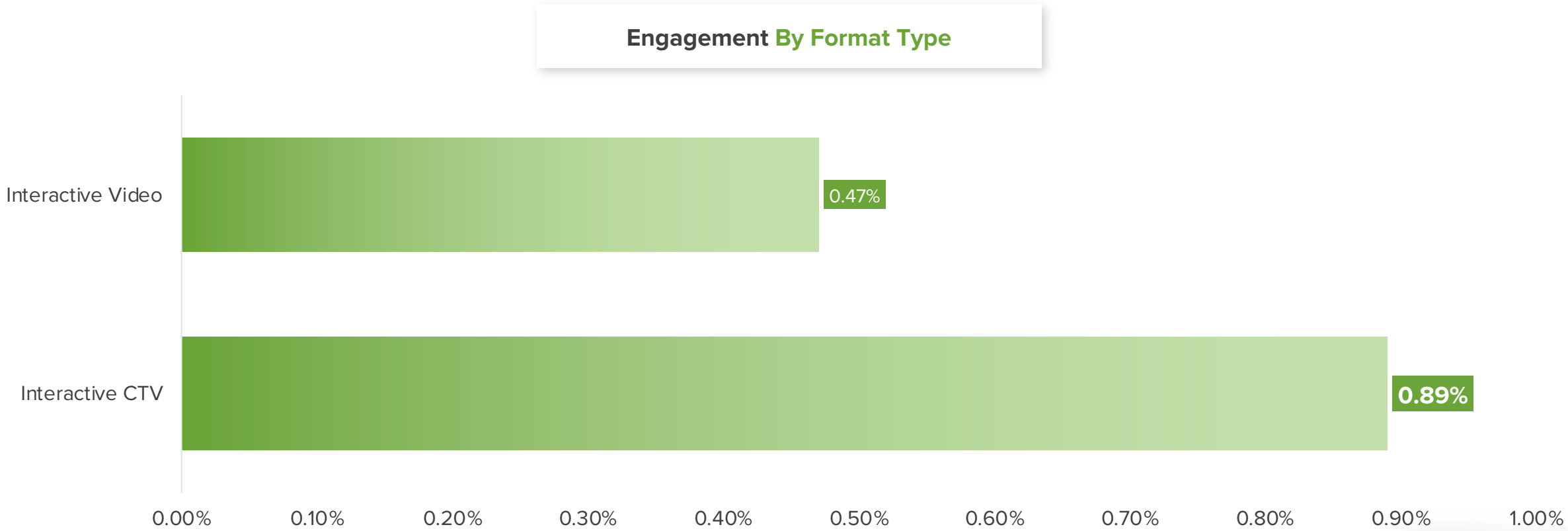
Click-Through Rate, or CTR, is calculated by dividing the total number of impressions by the number of ad impressions that resulted in a click-through to an external new web page. Within the 2023 data for Pharma, we found that interactive videos outperformed standard videos in terms of CTR. Smart TVs and connected devices currently do not offer the option to click-through, so interactive CTV was not included in CTR evaluation.

CTR By Format Type



# Engagement Rate By Format

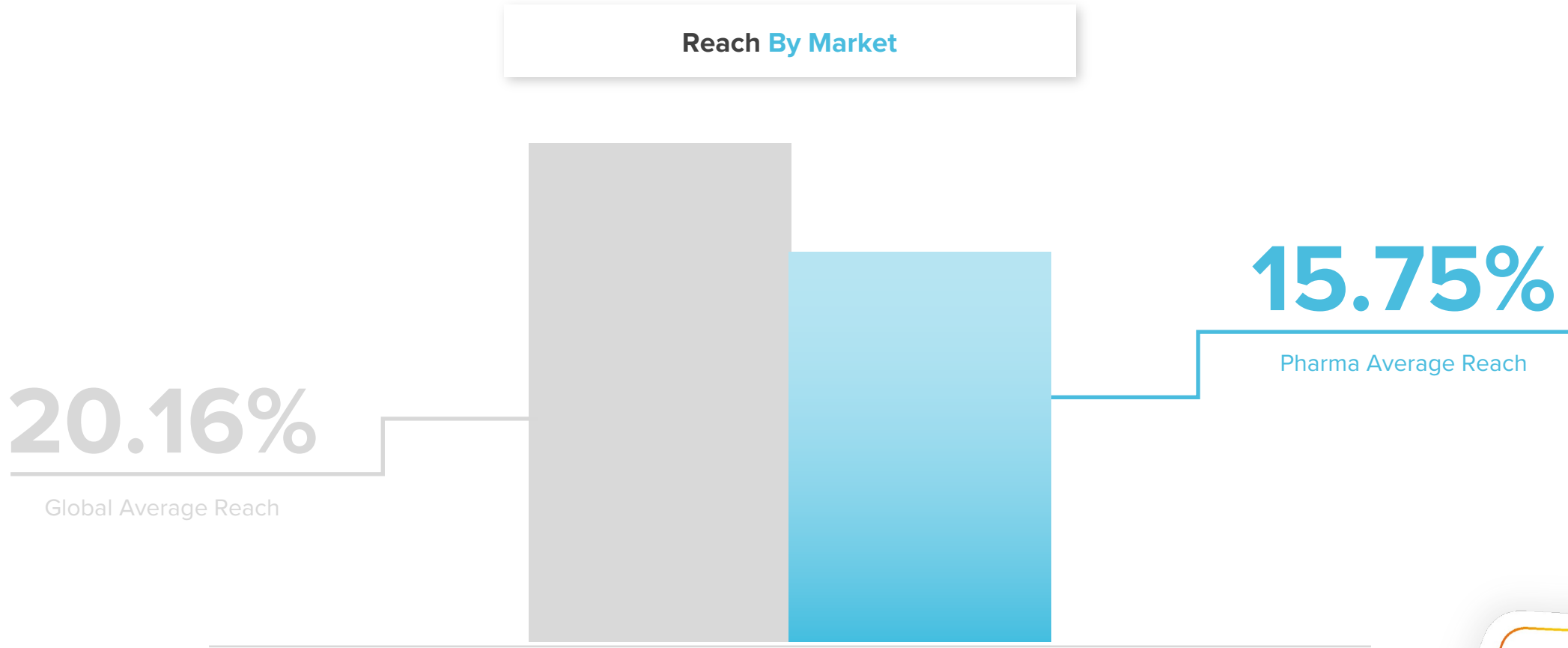
Engagement Rate is calculated by dividing the total number of impressions by the number of impressions which contained at least one user interaction. Interactions range from a user expanding a panel, to clicking through a video gallery, or even taking an in-unit quiz. Within the 2023 data for all Pharma, we found that interactive CTV outperformed other formats for engagement rate.



*\*Please note, for the purposes of these verticalized benchmarks, we have excluded choice-based Interactive CTV data.*

# Average Reach For Pharma Video

Total reach is calculated as the number of unduplicated households that received messaging during a campaign. This metric is de-duplicated, meaning each count is a distinct household. Within the 2023 data for all Pharma, we found that the average reach was lower for the vertical compared to the total global average.

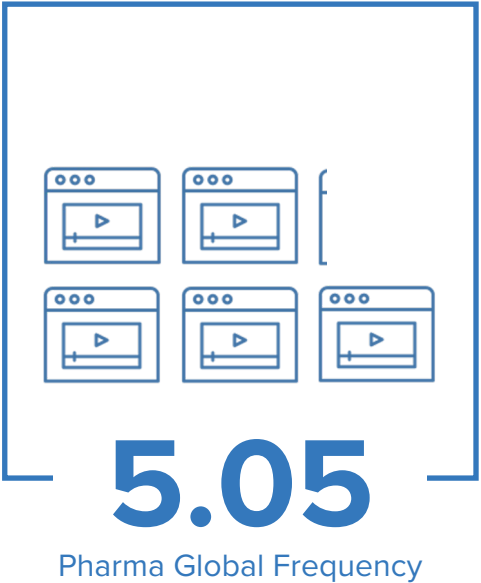




# Average Frequency For Pharma Video

Frequency is the average number of times a single household was exposed to messaging during the campaign. This is calculated as Impressions divided by Total Reach. Within the 2023 data for all Pharma, we found that the average frequency was lower for the vertical when compared against the total global average.

## Frequency **By Market**





# Haleon Deploys Personalisation Infrastructure For Greater Relevance and Efficiency

## Goal

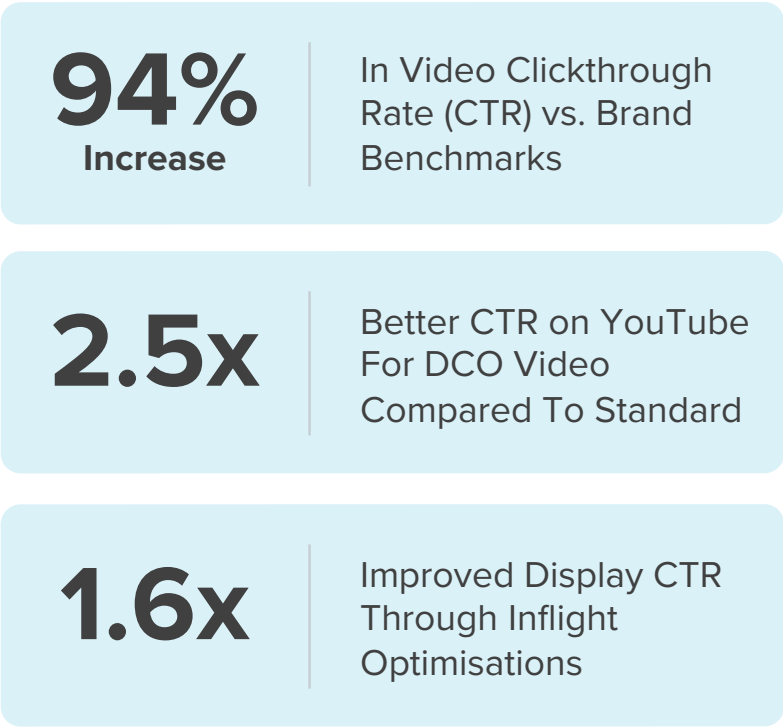
The team at Haleon wanted to leverage dynamic creative optimisation (DCO) technology to drive deeper personal connections and scale those ad experiences across video and display. They identified Voltaren’s different audience profiles as a prime opportunity to match segmentation with relevant messaging in a quick, replicable fashion.

## Approach

Trainings were coordinated across teams to gain alignment on timelines, roles, and responsibilities. Innovid’s Composer Suite was used as a conduit to the design tools the team was already using. After 5 base frameworks were created, Innovid’s rendering engine went to work, building 343 unique creative versions in less than an hour. With the help of a publisher macro, Haleon’s messaging was aligned with audience targeting and deployed across video and display.

- Align teams regularly with syncs and responsibility mapping when efficiency is the name of the game. This helps reduce time spent waiting between the steps to launch a campaign.
- Create even more time savings by using Innovid’s Composer Suite to author and map dynamic creative in the tools designers already know.
- Strengthen cross-platform insights through the flexibility of DCO. Messaging strategy can be easily tested and honed against a campaign’s performance KPI, then shared across all owned properties.

## Results



## Methodology

Innovid analyzed almost 380 billion video advertising impressions served on our platform between January 1 and December 31, 2023. Researchers examined mobile, desktop, CTV devices, and social platforms to compile the most complete picture of video advertising available in terms of benchmarks and insights across the globe. Across reach and frequency performance, researchers studied the top CTV advertisers across all their campaigns with at least 1 million CTV impressions.

## Key Terms To Know

**Standard Video:** A standard promotional video message that plays before the content the user has selected, also known as pre-roll video.

**Standard Display:** A standard promotional banner served across digital inventory.

**Dynamic Display:** A form of advertising technology that uses data to inform and optimize creative elements and messages such as copy, pictures, backgrounds, video, animation, and interactive elements in banner ads.

**Dynamic Video:** A form of advertising technology that uses data to inform and optimize creative elements and messages such as copy, pictures, backgrounds, video, animation, and interactive elements in video ads.

**Interactive Video:** An Interactive experience such as an overlay, branded canvas, or expanded unit that runs across desktop and mobile devices.

**Interactive CTV :** An Interactive and/or Dynamic TV experience such as an overlay, branded canvas, or expand unit that runs across connected TV.

**Reach:** The number of unduplicated households that received messaging during a campaign.

**Frequency:** The average number of times a single household was exposed to messaging during a campaign.

**Advanced Creative:** Premium ad formats that include Dynamic and/or Interactive components.

**Connected TV (CTV):** A TV that is connected to the internet, whether natively or by a device, that is primarily used to stream video content. This includes smart TVs, gaming consoles (e.g., Xbox, PlayStation) and devices (e.g., Roku, Apple TV, Amazon Fire Stick).



# About Innovid

Innovid (NYSE: CTV) powers advertising delivery, personalization, and measurement across connected TV, linear, and digital for the world's largest brands. Through a global infrastructure that enables cross-platform ad serving, data-driven creative, and measurement, Innovid offers its clients always-on intelligence to optimize advertising investment across channels, platforms, screens, and devices. Innovid is an independent platform that leads the market in converged TV innovation, through proprietary technology and exclusive partnerships designed to reimagine TV advertising. Headquartered in New York City, Innovid serves a global client base through offices across the Americas, Europe, and Asia Pacific.

## Methodology

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