



Top pharma brand taps Innovid's pharma playbook strategies to exceed performance benchmarks



Goal

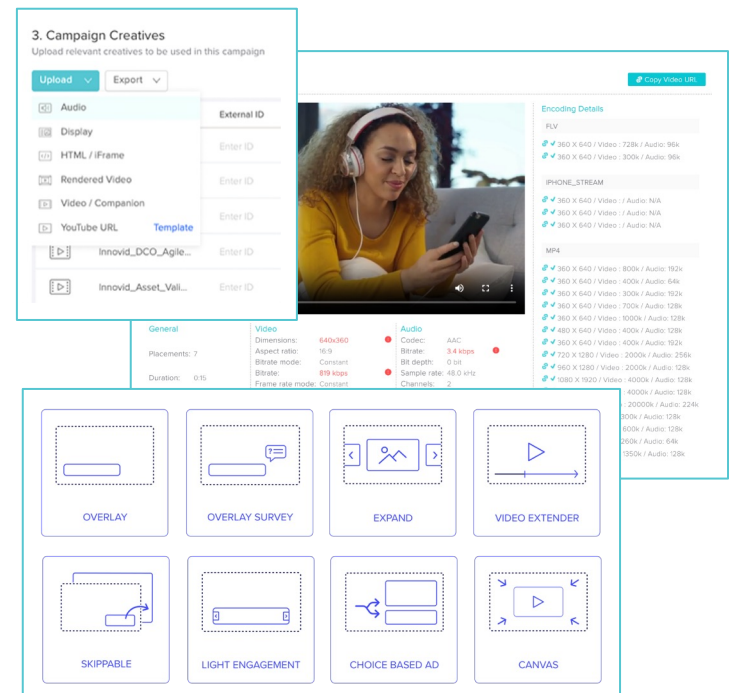
CMI Media Group, a leading strategic healthcare marketing agency, wanted to prove their video campaigns could drive both awareness and measurable consumer engagement. A leading pharma brand that was already running standard video wanted deeper insight into audience ad engagement and the impact of their ads on lower funnel performance. CMI Media Group sought innovative ways to revitalize viewer experience while leveraging existing assets to save on production cost and ultimately advised on using Innovid's interactive formats. By using these formats, CMI Media Group could deliver on both awareness and engagement objectives, measuring impact through values like ad time earned for brand exposure and QR scan rate for direct actions taken from the ad experience.

Strategy

CMI Media Group has long trusted Innovid as its ad server, valuing its reputation as the premier solution for video executions. Recognizing the need for a creative thought leader with a strong pharma playbook, CMI Media Group looked to collaborate with Innovid again to create a more immersive ad experience.

Innovid's pharma-specific strategies and formats ensured compliance with stringent industry regulations, offering features like an **auto-scrolling ISI**, **dynamic landing page options**, and **in-unit engagement** to guide patients to microsites with additional educational content.

Innovid helped CMI Media Group develop an innovative strategy that elevated existing creative assets into interactive messaging that captivated the audience in a fresh, compelling way that incorporated variety and personalization.



Results

With Innovid's interactive formats, CMI Media Group accessed a unique performance metric: **ad time earned**. This metric captures the average number of extra seconds a user engages with an interactive video, subsequently increasing ad exposure time without an additional cost.

Auto-scrolling ISI and remote-click capabilities support compliance while maintaining engagement. CMI Media Group also leveraged the additional granular insights and reporting offered for interactive formats, including completion rate, QR scan rate, and engagement rate. This enabled CMI Media Group to analyze video performance frame by frame.

By examining the engagement with each second of the video ad, CMI Media Group identified the specific topics, visuals, and copy elements that drove varying levels of engagement. These insights directly informed SEO and creative optimization strategies, including visuals, copy, and CTAs, ultimately securing a better value buy without requiring adjustments to the pharma brand's measurement strategy.

+147s

Ad time earned on average
during the campaign

33%

Higher QR Code Scan Rates
vs. industry benchmark (.02%)

97.9%

Video completion rate
beating the benchmark (91%)

*The Innovid team is fantastic at identifying areas where we can **scale and maximize efficiency**, all while ensuring compliance with industry regulations. Innovid's pharma expertise and interactive capabilities delivered game-changing results for us. Beyond this campaign, **we've uncovered new opportunities to grow—with this and other brands.***

Brittany Hernandez,
Associate Director | CMI Media Group

Recommendations

How to Get Started: Teams identify a brand fit, align in a KOC on roles, deliverables, and legal needs, review examples, approve storyboards, and finalize production with Innovid in as little as two weeks.

Leverage Innovid's pharma-specific expertise to ensure compliance with stringent industry regulations while delivering more immersive ad experiences.

Collaborate with Innovid to create interactive ad units and **access unique performance metrics** like ad time earned and engagement rates to optimize creative strategies.