



ADTHEORENT
HEALTHCARE
ADVERTISING
TRENDS REPORT

How can healthcare brands reach consumers in meaningful ways and maintain a competitive edge?

According to eMarketer, digital ad spend in the healthcare and pharmaceutical industry is expected to grow 11.5% in 2022, reaching \$13.63 billion. As competition in the industry continues to increase, it is crucial for healthcare brands to gain consumer mindshare and wallet-share.

The AdTheorent Healthcare Advertising Trends Report

AdTheorent commissioned a consumer survey, conducted online by The Harris Poll among more than 2,000 U.S. adults to uncover pharmaceutical and healthcare advertising trends.

The AdTheorent Healthcare Advertising Trends Report showed that a majority of Americans use their digital devices throughout the patient journey and that

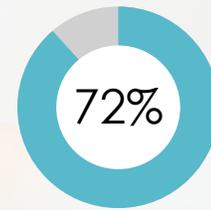
appropriate engagement drives desired advertiser actions and purchase intent, if executed the right way. Advertisers should note that proper targeting is important to building positive brand associations with the majority of consumers responding that they are comfortable receiving ads based on non-personal information, and that they are most likely to respond

when an ad is relevant to them. Conversely, a majority of consumers would find it off-putting to be retargeted with ads after visiting a health website or targeted based on browsing activity

Download the full report:
info.adtheorent.com/health-trends

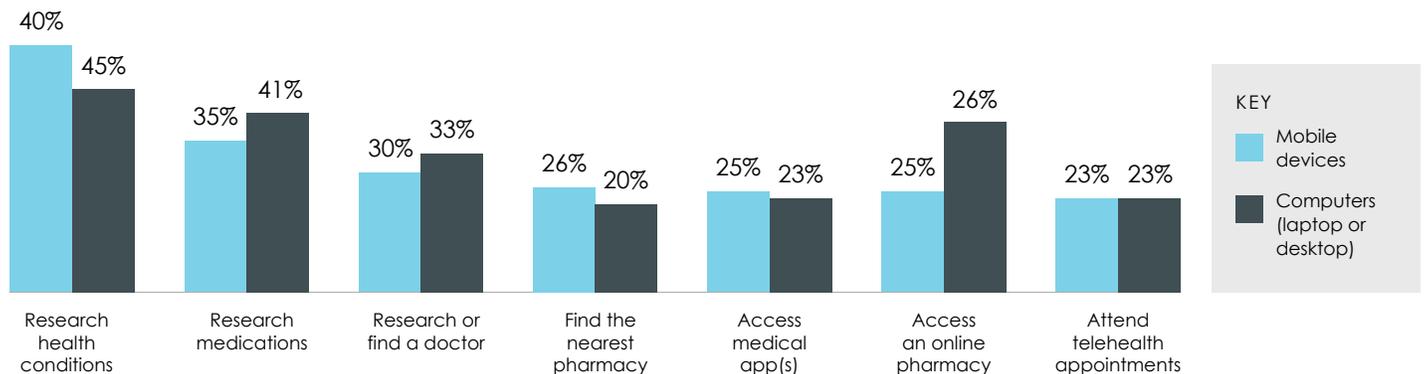
Digital Dominates the Patient Journey

Digital devices play a key role throughout the patient journey



72% of consumers use their mobile devices to complete health-related tasks along their patient journey

Consumers turn to their devices to:

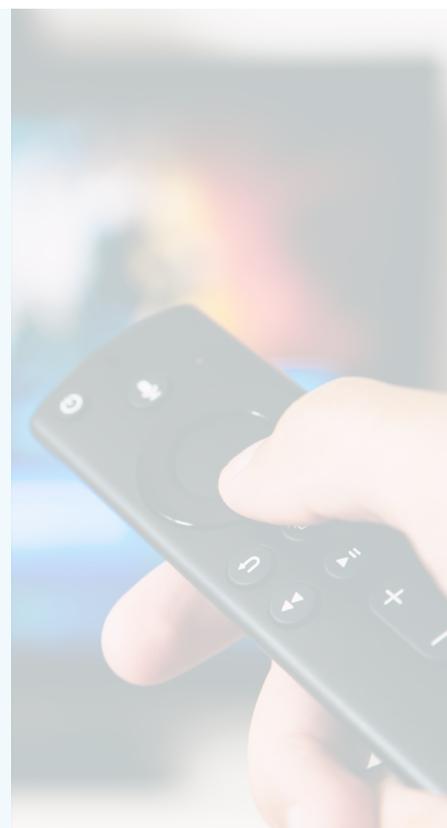


Consumers discover new prescription medications by:

Talking with a doctor or healthcare provider	54%
Ads on a TV or Connected TV (CTV)	41%
Digital ads	27%
Word of mouth	24%
Magazine ads	14%
Radio ads	11%

Consumers discover new over-the-counter medications by:

Ads on a TV or CTV	49%
Talking with a doctor or healthcare provider	39%
Word of mouth	34%
Digital ads	32%
A pharmacist	29%
Magazine ads	16%
Radio ads	12%



Mobile and CTV Ads Drive Research, Engagement and Purchase

Multiple engagements across devices drive increased engagement

MOBILE
ADVERTISING
DRIVES ACTIONS:

Actions very/somewhat likely to be taken after seeing a medication ad on a mobile device:

Ask a doctor question about a prescription medication

72%

Research an over-the-counter medication

66%

Purchase an over-the-counter medication

61%

CONNECTING
WITH PATIENTS ON
CONNECTED TV:

Actions very/somewhat likely to be taken after seeing a medication ad on Connected TV (CTV):

Ask a doctor questions about a prescription medication

67%

Research an over-the-counter medication

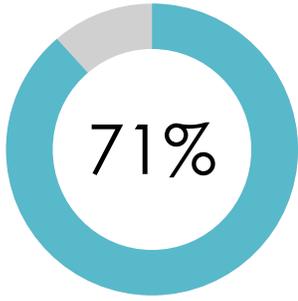
62%

Purchase an over-the-counter medication

61%

Scan a QR code to get more information

45%



would be more likely to take an action if they received the **same ad on multiple devices** (mobile, desktop, CTV).

Top actions they would take:



ask a doctor about the medication



remember the medication



look for more information about the medication



pay attention to the ad



visit the brand's website

Digital ads which most effectively motivate action are ads that:

1.

Present medication benefits

2.

Talk about a medical condition with a link to a branded medication webpage

3.

Feature a rebate/ special offer for the medication

4.

Are interactive (e.g., allows users to select a symptom, scroll through images, take a quiz, find a treatment plan)

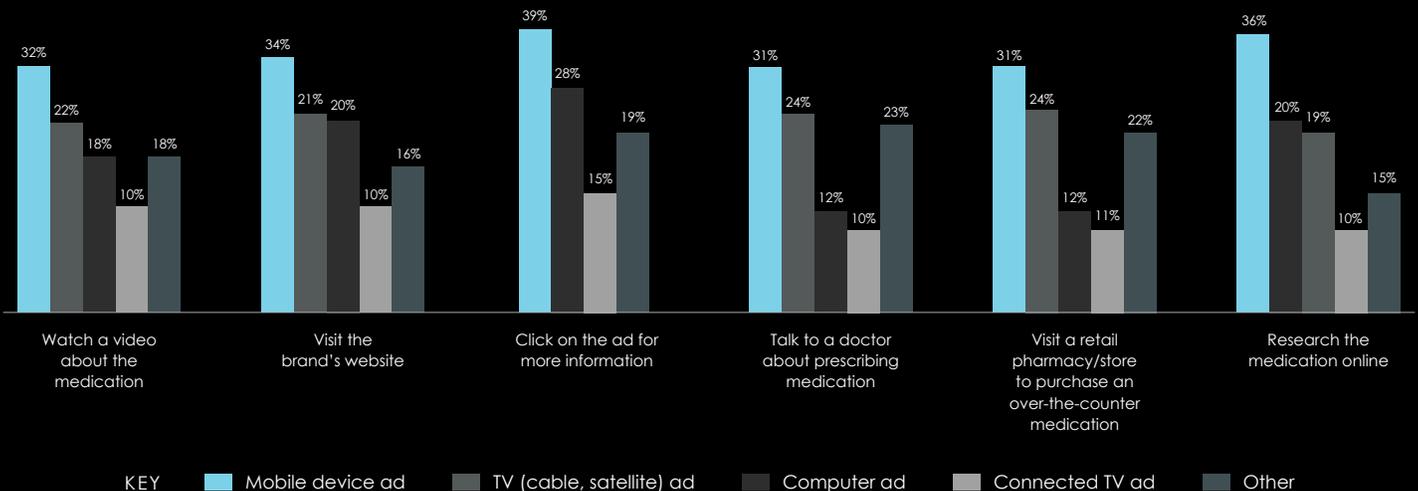
5.

Use more visuals than text

6.

Are tailored to location

Actions most likely to be taken based on ad format:



Ads must be properly targeted and relevant

Customization is key to drive purchase intent

 55% of consumers find it very/somewhat annoying when they visit a health website and then repeatedly receive ads for a related medication

 52% of consumers are not at all or not very comfortable receiving ads based on browsing activity

 52% of consumers are very/somewhat comfortable receiving ads based on non-personal information (e.g., device type, time of day, operating system)

The top three scenarios that would make a consumer more likely to respond (e.g., click on the ad, ask doctor questions, research medication) to an ad for a medication are:

1. The ad is relevant to the consumer
2. The ad conveys a relevant message and is delivered at the right time
3. The ad is received at a moment when the consumer can give it attention

TRUSTED SOURCE:

Consumers see value in education from Pharmaceutical companies

74% said it would be valuable to receive educational information from a pharmaceutical company about a health condition that they or someone in their household has

69% would value having a pharmaceutical company to turn to for educational information throughout their patient journey

70% would trust educational information from pharmaceutical companies

82% are more likely to purchase an over-the-counter (no prescription required) medication if it is made by a brand they trust



PAYMENT:

Majority of consumers use a debit or credit card for purchase, but cryptocurrency is an emerging payment method

Debit card	58%
Credit card	51%
Cash	45%
Healthcare spending account/flexible spending account	23%
Cryptocurrency	9%



NON-TRADITIONAL METHODS:

Majority of consumers comfortable with alternative methods for health management

Precision medicine	71%
Natural remedies	71%
Telemedicine	66%
Alternative medicine	64%
Wearable technology	59%

ABOUT ADTHEORENT

AdTheorent uses advanced machine learning technology and privacy-forward solutions to deliver impactful advertising campaigns for marketers.

AdTheorent's machine learning-powered Platform A\T powers its predictive targeting, geo-intelligence, audience extension solutions and in-house creative capability, Studio A\T. Leveraging only non-sensitive data and focused on the predictive value of machine learning models, AdTheorent's product suite and

flexible transaction models allow advertisers to identify the most qualified potential consumers coupled with the optimal creative experience to deliver superior results, measured by each advertiser's real-world business goals.

AdTheorent is consistently recognized with numerous technology, product, growth and workplace awards.

AdTheorent was awarded "Best AI-Based Advertising Solution"

(AI Breakthrough Awards) and "Most Innovative Product" (B.I.G. Innovation Awards) for four consecutive years. Additionally, AdTheorent is the only six-time recipient of Frost & Sullivan's "Digital Advertising Leadership Award." AdTheorent is headquartered in New York, with fourteen offices across the United States and Canada.

For more information, visit adtheorent.com.

The AdTheorent Healthcare Advertising Trends Report Methodology:

This survey was conducted online within the United States by The Harris Poll on behalf of AdTheorent among 2,039 adults ages 18 and older. This online survey is not based on a probability sample and therefore no estimate of theoretical sampling error can be calculated. For complete survey methodology, including weighting variables and subgroup sample sizes, please contact press@adtheorent.com.

About The Harris Poll:

The Harris Poll is one of the longest running surveys in the U.S. tracking public opinion, motivations and social sentiment since 1963 that is now part of Harris Insights & Analytics, a global consulting and market research firm that delivers social intelligence for transformational times. We work with clients in three primary areas; building twenty-first-century corporate reputation, crafting brand strategy and performance tracking, and earning organic media through public relations research. Our mission is to provide insights and advisory to help leaders make the best decisions possible. To learn more, please visit www.theharrispoll.com

