

## Genauer Titel der Studie

Pharmacy Sales Impact Study

## Jahr der Veröffentlichung bzw. des Studien-Starts

2020

## Gattung

Online/Digital

## Kontaktperson für Rückfragen

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## Urheber / Vermarkter

Facebook

## 1. Zielsetzung der Studie (inkl. Forschungsfragen)

Evaluation of efficiency and effectiveness of Facebook and Instagram video ads for healthcare brands in pharmacies

## 2. Untersuchte / gemessene KPIs (bitte mit kurzer Erläuterung)

Sales Lift and ROI of video campaigns on Facebook and Instagram for offline and online pharmacies

## 3. In der Studie untersuchte Medien (intramedial / intermedial)

Facebook/Instagram

## 4. Studien-Konzept (Beschreibung in wenigen Sätzen)

Kantar with its partner Bonsai and 6 healthcare brands evaluated the impact of Facebook and Instagram video ad campaigns on sales in pharmacies in Germany.

Facebook ran 6 pure video campaigns following FB best practices for creative and media from March 2019 to January 2020 that were measured by Kantar via their Pharmacy Sales Effects solution.

## 5. Auftraggeber

Facebook Inc

## 6. Institut(e) / Subinstitute

Kantar/Bonsai

## 7. Eingesetzte Methoden ( Multi-Methoden-Ansatz oder Single-Ansatz)

Kantar/Bonsai's Pharmacy Sales Effects methodology with a classical geo-test and control group approach.

For healthcare companies using a broad media-mix, an additional sales modelling (Marketing Mix Modelling) was conducted.

## 8. Art der Veröffentlichung (Broschüre, Tabellen-Band, zählbarer Datensatz)

Presentation

## 9. Grundgesamtheit

The impact of the campaigns was measured by comparing sales numbers in test and control geographical regions in Germany. Facebook's targeting options were used to restrict the delivery of the campaigns to specific regions (Test group: Regions with opportunity to see Facebook and Instagram campaign, Control group: Regions with no opportunity to see Facebook and Instagram campaign ). The campaigns used strategic targeting options e.g. broad targeting m/f 18+ for products with a big buyer potential.

## 10. Erhebungsmethode (inkl. Technische Messung)

Kantar's Pharmacy Sales Effects methodology developed together with its partner Bonsai is based on a classical geo test and control group approach. The impact of the campaigns is measured by comparing sales numbers in geographical test and control regions. Kantar avails of a nationally representative German pharmacy panel with 2,500 pharmacies (covering 12.5% of the market) via their partner Bonsai, to collect sales data for offline pharmacies. For online data, Bonsai partners directly with online pharmacies to collect order data on a postcode level (coverage of 10-15% of online purchases for this study).

Comparability between the regions was the foundation for the setup of test and control regions: Different influencing factors were evaluated to ensure that test and control regions are comparable: This includes 1) general factors (such as demography, purchase power, size of the store, sales volume and geographical position of the pharmacy, etc.) and 2) individual factors that are relevant for the tested healthcare brand (such as flu index, proportion of woman in the region, etc.). In addition, Mystery Shopping was used with up to 200 POS-checks in Pre and Test phase in order to consider 3) POS factors such as special placements or promotions of the advertised healthcare brand or its competitors. Finally, Pre phase 4) sales trends are evaluated using weekly sales data (extrapolated number of sold packs) to ensure comparability of test and control group.

To evaluate changes in sales, sales data was collected for all 3 phases before, during, and after the campaign.

The approach from Kantar allows for a test setup that calculates the impact via 2 groups (test region vs.

control region) as well as 3 phases (Pre, Test and Post phase). Therefore, the Pharmacy Sales Effects test can evaluate the impact via longitudinal analysis in 2 steps:

1. Gross effect: Changes in sales between Pre phase and Test/Post phase within the test regions
2. Seasonal effects: Additional changes between Pre phase and Test/Post phase within the test and control regions that represent seasonal effects\*

The pure test effect (net effect/sales uplift) - the causal impact of the Facebook and Instagram campaigns - is calculated by deducting the seasonal effects from the gross effect.

## 11. Feldzeiten / Untersuchungszeitraum

All measured Facebook campaigns were live between March 2019 and January 2020

## 12. Fallzahlen (ungewichtet) / Wellen

Nationally representative German pharmacy panel with 2,500 pharmacies (covering 12.5% of the market) of Kantar/Bonsai to collect sales data for offline pharmacies. For online data, Bonsai partners directly with online pharmacies to collect order data on a postcode level (coverage of 10-15% of online purchases for this study).

## 13. Stichproben-Auswahl (z.B. Quote, Random, Einsatz von Access-Panels)

Sales Panel Data from German representative pharmacy panel with 2,500 pharmacies (covering 12.5% of the market) and online pharmacies on a postcode level (coverage of 10-15% of online purchases for this study) from selected test and control regions that are comparable with regards to general factors (such as demography, purchase power, size of the store, sales volume and geographical position of the pharmacy, etc.), individual factors that are relevant for the tested healthcare brand (such as flu index, proportion of woman in the region, etc.) and sales trends for the tested brand.

Pharmacies for POS checks are selected considering the same structure with regards to sales volume and store size in Test and Control regions.

## 14. Ggf. Rekrutierung / Incentivierung der Probanden / Interview-Dauer

The study is based on the sales data from pharmacies, so no additional recruitment/incentivation for this study took place.

## 15. Verwendete Datenquellen (z.B. Werbeaufwendungen von Nielsen Media Research)

none

## 16. Messung / Berechnung der Kontakte bzw. Kontaktwahrscheinlichkeiten

none, geo test approach based on pharmacy level sales data

## 17. Eingesetzte Analysetechniken

Comparison of test vs. control groups

## 18. Gewichtung (vor oder nach Analyse, Quelle der Gewichtungsvorgaben)

none

## 19. Ggf. eingesetzte Fusionstechniken

none

## 20. Verwendung von Benchmarks (bitte Erläuterung dazu, z. B. inter- oder intramedial, nach Branchen, nach Werbeformen etc.; Quelle von

## **externen Benchmarks, Art der Berechnung)**

Kantar Bonsai test market Benchmarks for OTC products and products from the self-service area in pharmacies for Online Advertising (Banner and or moving images on different platforms (Youtube, Facebook, Instagram, etc.)), TV advertising, Radio advertising, Print advertising.

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