

CASE STUDY

IMPARTIAL DIGITAL AD MEASUREMENT HELPS MANKIND PHARMA ACCOUNT FOR EVERY RUPEE SPENT



Mankind Pharma wanted to scale by reaching a wider audience for its individual brands. Concurrently, the company was keen to heighten its ad spend efficiency to ensure that every rupee was well spent. That's when the marketing team turned to Nielsen's Digital Ad Ratings to monitor and analyze the effectiveness of the company's campaigns. The result was a three-step process of identifying audience spillage, separating high- and low-performing platforms and maximising ad investment.

BACKGROUND

Mankind Pharma is a leading pharmaceutical company in India, with a large portfolio of brands like Prega News, Manforce, KabzEnd and AcneStar. With a wide array of brands, each catering to specific consumer needs, a laser-targeted digital strategy was essential for Mankind Pharma to effectively reach its consumers. To that end, the brand team planned and executed digital campaigns that were designed to engage a wide base of audiences and amplify all the company's individual brands. Yet while the campaigns were planned to the T, the team only had self-reported metrics from the platforms to assess campaign performance.

CHALLENGE

Mankind Pharma needed a comprehensive validation of its campaign performance results to confidently scale its advertising efforts. The company also needed to be efficient with marketing budgets, necessitating the measurement of how far each media platform delivered on the marketing objectives. Since digital is a technology-driven medium, Mankind Pharma decided to leverage Nielsen's impartial measurement solutions to monitor its targeting efficiency, identify underperforming platforms and detect ad fraud so that advertising can be served in a bot-free environment.

SOLUTION

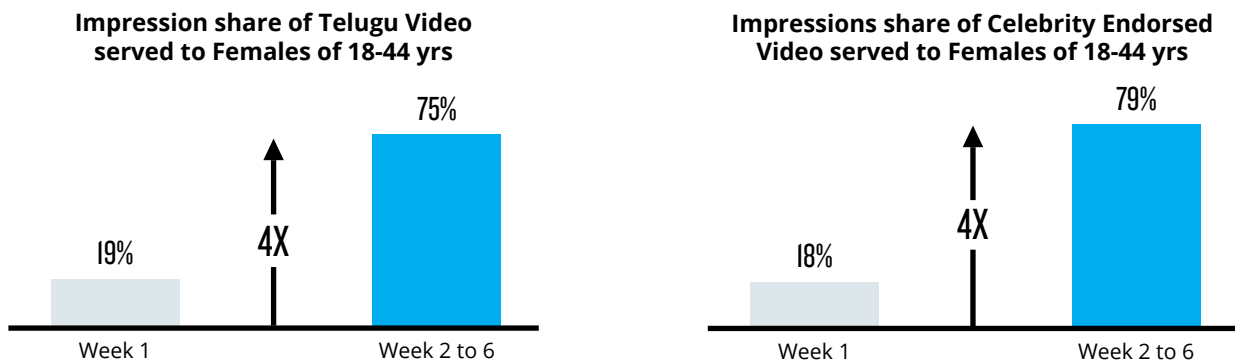
Mankind Pharma used Nielsen data to measure and optimize the performance of its digital campaigns. Over two years, Nielsen and Mankind Pharma's marketing team have collaborated to drive cost and media efficiencies across multiple digital campaigns.

1. Regular monitoring helped Mankind Pharma target right

Mankind Pharma launched the Prega Moments campaign for its flagship product Prega News. The intended audience was women aged 18 to 44 years, and the campaign was run across seven media platforms with more than 60% of its impressions served through video streaming platforms. Mankind Pharma worked with Nielsen to find out if its advertising was delivering on its targeting, reach and re-targeting objectives.

In the first few weeks of monitoring the campaign, Nielsen discovered that two of the video platforms used were serving only approximately 20% of their impressions to the intended audience. An analysis revealed that most of the impressions were being served to men within the same age bracket. After this discovery in the very first week, Mankind Pharma’s marketing team was quickly able to optimize the campaign and make remedial adjustments. After the remedial measures, facilitated by Nielsen’s Digital Ad Ratings (DAR), the remaining five weeks of the campaign delivered approximately 80% of their impressions to the intended audience, delivering 4x the efficiency that was seen in the first week.

4X EFFICIENCY DELIVERED WITH THE HELP OF IMPARTIAL MEASUREMENT DATA

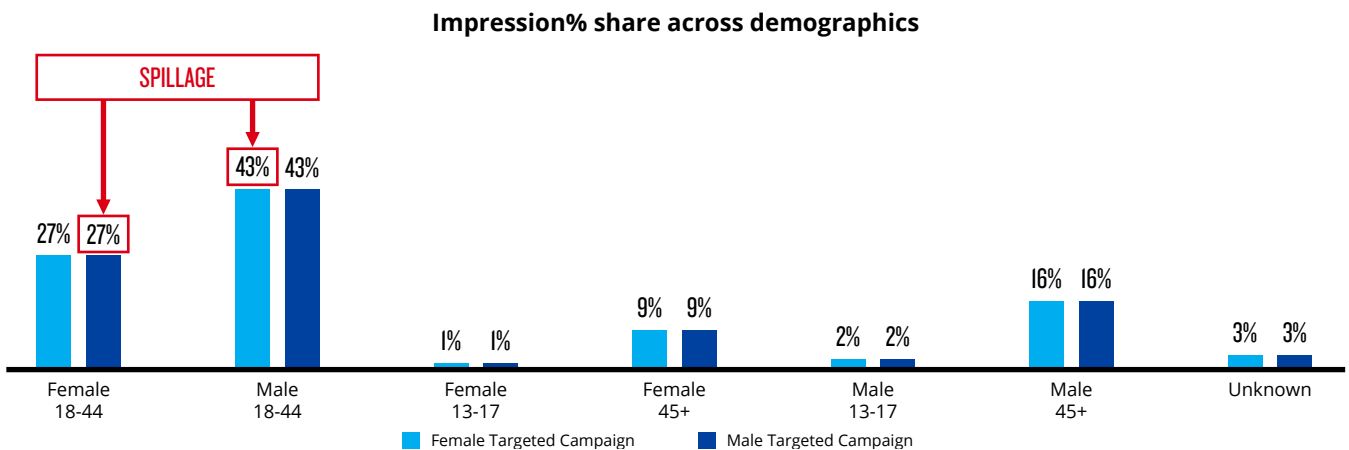


Source: Nielsen's Digital Ad Ratings

2. Identification of underperforming platforms helped conserve ad spend

Even the best-laid advertising campaign plans can't completely eliminate wasteful spending. For one such campaign, Nielsen’s DAR data helped Mankind Pharma identify assets that were failing to yield desired returns on marketing investment. An ad serving platform used by the brand for two distinct campaigns targeted to men and women separately, was shown to be serving almost identical sets of audiences for both campaigns.

AUDIENCE TARGETING ON MEDIA PLATFORMS ARE NOT ALWAYS PRECISE

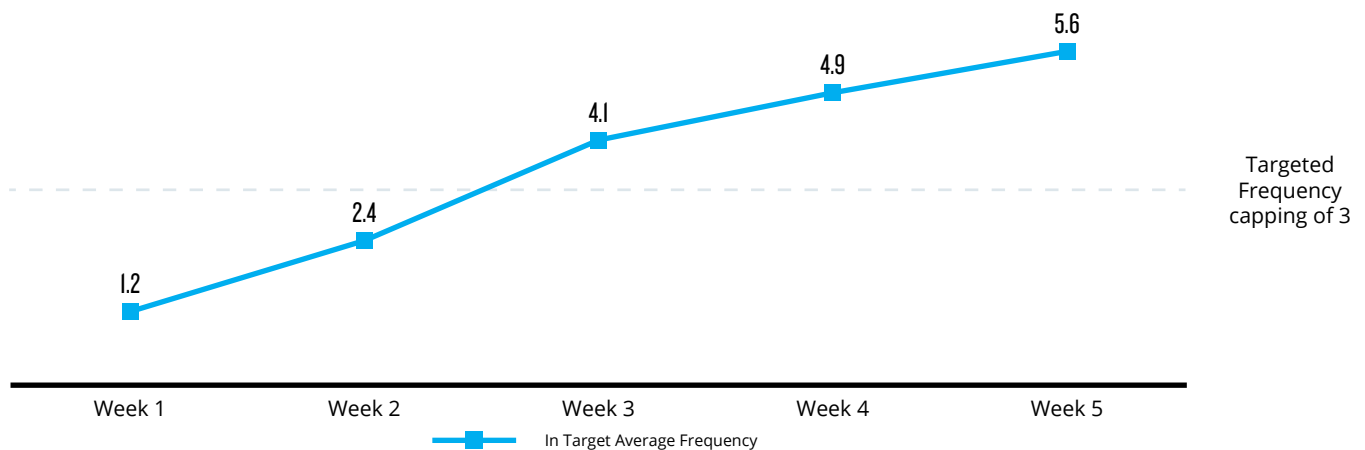


Source: Nielsen's Digital Ad Ratings

Based on the data, Mankind Pharma asked the ad network to improve the campaigns' targeting and related spend on impressions. However, continued monitoring of the performance of the campaign for two more weeks revealed no significant improvement. Consequently, the brand team stopped the non-performing campaign midway and saved the remaining budget.

Precision targeting is one aspect of effective advertising. The ability to reach more of the right people is another. At the planning stage, marketers typically decide on the ideal ad frequency for optimum reach and the highest possible recall of their ad. Essentially, to achieve the extent of reach set out in the objectives, frequency becomes an important variable to monitor. Monitoring of a Prega News campaign across multiple platforms using Nielsen's DAR revealed that one social media platform in particular, kept gradually increasing the frequency of the advertisement served. This gradual increase caused the platform to exceed the predetermined capped number of three exposures a week by the third week.

INDEPENDENT CAMPAIGN MONITORING HELPED MANKIND PHARMA IDENTIFY FREQUENCY LAPSES



Source: Nielsen's Digital Ad Ratings

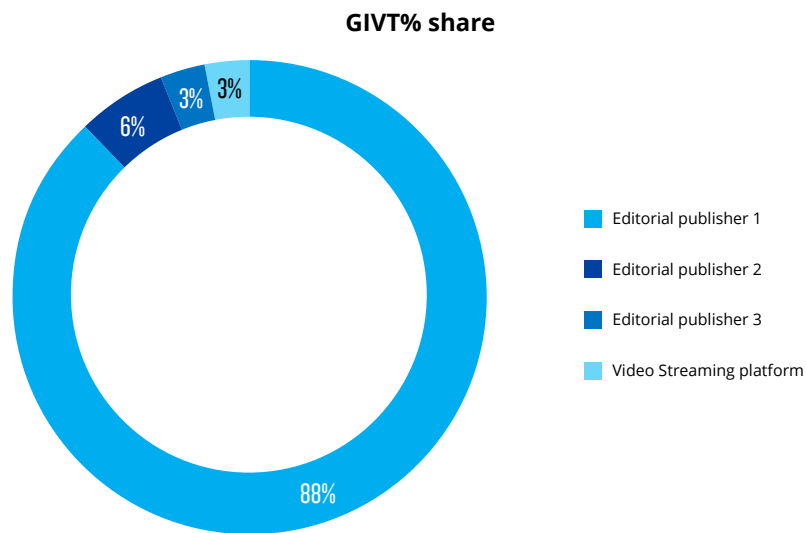
Once again, Mankind Pharma's request to revert to the specified limit was not executed satisfactorily, and the campaign was subsequently withdrawn from that publishing platform.

3. Detection of fraudulent advertising prevented wastage of ad investment

Ads should be served in a bot-free environment so that media investment is not wasted. Yet, when Mankind Pharma monitored the performance of a Prega News campaign using Nielsen data, the company found excessive general invalid traffic, or bots.

Analysis of the data showed that 88% of the impressions from bots came from one specific platform. These insights enabled the marketing team to take necessary business decisions including recovering wasted investment from the platform.

IDENTIFYING PLATFORMS THAT OVERWHELMINGLY DELIVER AD IMPRESSIONS TO BOTS



Source: Nielsen's Digital Ad Ratings

RESULT

Mankind Pharma leveraged Nielsen's DAR to optimize the performance of its campaigns, ensure achievement of its predetermined objectives and prevent wasteful spending. Answers to the following questions using the data have assisted in Mankind Pharma's decision making process:

- Who did my ad reach?
- How many unique users saw my ad?
- How many times did my intended audience see my ad?
- What was the extent of impressions wasted on bots or non-human traffic?

DATA-DRIVEN OPTIMIZATION WITH NIELSEN

Nielsen's DAR keenly monitors and looks at deeper data to suggest actionable and prudent corrective measures.

A continuous practice of monitoring performance of digital campaigns enables advertisers to make informed decisions while encouraging platforms to plan pragmatically. The important thing for advertisers to be cognizant about in the future is the increased need for accuracy of digital advertising measurement. Third-party reach measurement ensures that campaigns can be planned and delivered to the audience that it is meant for.

ABOUT NIELSEN

Nielsen Holdings plc (NYSE: NLSN) is a global measurement and data analytics company that provides the most complete and trusted view available of consumers and markets worldwide. Nielsen is divided into two business units. Nielsen Global Media provides media and advertising industries with unbiased and reliable metrics that create a shared understanding of the industry required for markets to function. Nielsen IQ (formerly known as Nielsen Global Connect) provides consumer packaged goods manufacturers and retailers with accurate, actionable information and insights and a complete picture of the complex and changing marketplace that companies need to innovate and grow.

Our approach marries proprietary Nielsen data with other data sources to help clients around the world understand what's happening now, what's happening next, and how to best act on this knowledge.

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