

The coronavirus pandemic impacted planned ad spend for pharmaceutical and healthcare marketers in March and April. Since then, ad spend is up YoY. Increased comfort with filling prescriptions without an in-person visit is a great opportunity for pharma marketers. Ditto goes for telehealth in general. Offer solutions and support for changing needs.

Pharmaceutical Marketers: Adjust messaging, utilize performance testing, find creative solutions to information requirements, and harness the power of Native to bring the most success now and beyond.

A Slight Cut in Spend in March and April, Then Major Spending

In March and April, the situation looked a bit dire. In one eMarketer survey, respondents were asked, "What is the level of coronavirus-related strain on your practice?" 41% said severe. An IAB survey found that 70% of buyers had adjusted or paused their planned ad spend. But it was barely a blip: by mid-April, spending began to climb again.

Pharma Ad Spend Increased YoY

If there was any cut in pharmaceutical digital ad spend in March and April, it was short-lived:

56%

By May, medical and pharma ad spending was up **56%** overall year over year [MediaRadar].

Some concrete examples:

532%

For the first six months of 2020, Pfizer digital advertising is up **532%**, Amgen is up **216%**, and GlaxoSmithKline is up **151%** [MediaRadar].

41.2%

US B2B digital healthcare ad spend increased **41.2%** from 2019 to 2020 [August eMarketer report].

171%

Biotech companies saw a **171%** spike in ads to professionals, and tended to focus on COVID-19 messaging around things like antibodies and testing [BioPharmaDive].

Prescription Drug Spending Soared

Patients "stocked up" on prescriptions pre-social distancing and lockdown, and have continued to fill prescriptions even without in-person doctor visits.

123%

Prescription drugs soared **123%** over typical spending levels during the spike—and cancer drugs in particular [MediaRadar].

+10%

Mid-March volumes of prescriptions-filled were up 10% compared to peaks in early February, but leveled off. [BioPharmaDive].

Video Delivered on Performance & Flexibility

Pharma saw an uptick in programmatic video ads, driven by the need for flexibility and convenience during the pandemic.

85%

Pharma video volume saw 85% year-over-year growth for the last week of July. The pharma market saw jumps in both broadcast (10%) and programmatic (9%) video ads for the week
(Innovid).

47%

When it came to where viewers were watching video ads, mobile was the no-surprise winner at 47% at the end of July
(FiercePharma).

58%

In Q2 2020, Mobile users spent 20% longer on sites per visit after engaging with a Native Ad than Desktop users, and 58% more than Tablet users
(Bidtellect 1H 2020 Native Report)

Could This Be the Start of a Permanent Shift to Telehealth & Data Technology?

28%

Telehealth visits were near 0% and steadily increased to 28% by April 1, 2020
(Crossix Patient via BioPharmaDive).

28.1%

The percentage of doctor visits happening remotely (via telehealth) increased to 28.1% of HCP visits since mid-March
(Crossix Patient via BioPharmaDive)

The Power of Native + Pharma

Native is the new standard for effectively communicating brand messages online, and the format lends itself expertly to pharma content. For pharma marketers, Native Ads' format and placement lend credibility, and act as a bridge to a relatable brand or patient story.

Native Ads lead to **3x higher brand awareness** and purchase intent
(TripleLift)

Contextual targeting ensures stringent **privacy standards** are upheld

For pharma marketers, the **Native ISI units** make including necessary information not only feasible, but pleasing to the eye.

Bidtellect's creative team, [b]+studio, works with clients for **creative solutions** to information requirements, such as carousel units, and our platform offers extensive optimization capabilities to optimize to best-performing units.