

Calquence

Pharmaceutical



The first Pharmaceutical brand to launch Video ads with Microsoft Advertising saw almost 2X increase in brand searches as a result

The goal

In the hypercompetitive world of pharmaceuticals, driving awareness is difficult. That was the challenge facing AstraZeneca, the producers of Calquence, a prescription medicine used to treat adults with chronic lymphocytic leukemia (CLL).

The Calquence ad team turned to Microsoft Advertising to raise awareness through Video ads. The goal was to elevate the brand visibility of Calquence and cost-effectively drive traffic to the website. They planned to target their Video ads towards high performing audiences that had previously been collected through their search efforts.

The solution

With Microsoft Advertising's full-stack solution, Calquence leveraged search data to launch a dynamic online video strategy.

Employing cross-channel audience targeting, they focused on two impactful segments:

1. Reconnecting with site visitors through remarketing
2. Strategically engaging specific in-market audiences that had shown to over-index on search performance for the brand

"Video ads drove cost-efficient audience impressions to the CALQUENCE website and most importantly these visitors engaged with site content in a meaningful and measurable way."



Mike Pisarri
Director,
CMI Media Group

"In addition to reaching qualified audiences, Video ads has allowed our campaigns to expand our reach beyond the traditional search engine, which increase touchpoints to our existing customer and enables us to reach new people who can benefit from our innovative medicines."



Shyam Desai
Vice President, Engagement
Strategy, CMI Media Group

The results

After launching Video ads, the team saw a +93% increase in branded paid search click volume. In less than a month the campaign achieved 4.95M impressions with a \$4.12 CPM. Their video asset outperformed other platforms with a 47% video completion rate and a 0.19% click-through rate (CTR). Lastly, their remarketing efforts resulted in impressive on-site duration and custom conversion metrics that measure website engagement.

93%

increase in
branded paid
search clicks

5M

video
impressions
in a month

47%

video
completion
rate



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