

GSK Hong Kong, Panadol Pain Relief piloted an Ads Data Hub project to solve for optimal video frequency setting and achieved cost efficiencies & extra reach.

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Google allowed us to identify the optimal frequency setting. Applying this best practice, we will be able to now drive more reach with improvement in cost efficiency.

Karen Ng
Marketing Manager
GSK HK



GlaxoSmithKline is a global pharmaceutical and consumer healthcare company headquartered in the UK.

THE CHALLENGE

A shift in media consumption behavior caused GSK to realize that TV is no longer the biggest channel to connect with their audiences. Hence, GSK was interested to maximize YouTube on top of their TV strategy for their key brand, Panadol to drive higher reach and better cost efficiency.

THE APPROACH

In partnership with Google, GSK piloted an ad-tech project in collaboration with media agency Publicis and data consulting partner fifty-five to leverage Google Ads Data Hub (ADH) to identify a sweet spot on YouTube, the exact point where maximum efficiency can be achieved without any diminishing returns.

First, video campaign data in DV360 was collected and analyzed in ADH. The optimal frequency was identified and a hypothesis was developed. Then, Panadol OA ran a new campaign using an experimental and control group to validate the hypothesis-whether that optimal frequency can actually result in cost efficiency and additional reach.

By leveraging the ADH technology, this project enabled GSK to analyse insights and maximize quality reach with 3+ video completion with the same cost by analyzing the relationship between the frequency and the cost per quality reach.

THE RESULT

As a result of this project, GSK achieved their objectives of cost savings (by reducing media wastage) and efficiency. They successfully improved the ROI of their video campaigns by optimizing frequency caps to ad exposure.

GSK achieved -4% in media savings and drove +63K incremental reach from their online campaign. Video completion rates also increased by 4.5% for users with 3+ video completion.

The success of this global first pilot to solve for Reach & Frequency has since been scaled to 20 other international markets.

- 4%

Media savings

+ 63K

Incremental Reach

+ 4.5%

Video Completion
For users with 3+ video completion