

CMI Media Group & MNTN Team Up to Help NUCALA Reach 90% of Targeted Households



Objective

- ✓ Evolve from increasing reach and awareness to improving audience engagement and interaction
- ✓ Encourage more physicians to test for absolute eosinophil count (EOS)
- ✓ Increase recognition of the risks of EOS inflammation
- ✓ Expand the number of healthcare professionals (HCPs) prescribing NUCALA
- ✓ Ensure NUCALA is the first-choice targeted biologic for appropriate patients
- ✓ Increase the number of new-to-brand, appropriate patient starts on NUCALA



Solution

Performance TV prospecting and precision audience targeting.

CMI used MNTN's integration with LiveRamp to target hyper-specific custom audiences like pulmonologists and members of allergy immunology organizations.





Finding innovative ways to target HCPs (health care professionals) can be challenging. We were excited to partner with MNTN as the first healthcare marketing agency helping GSK's (GlaxoSmithKline) NUCALA reach their target HCPs. One of the primary benefits of CTV is that it is more than just an awareness driver. MNTN's lower funnel capabilities allowed us to employ CTV as a performance vehicle, driving HCPs to NUCALA's site and seeing HCP engagement with high value action priorities. MNTN enabled CMI Media Group to evolve GSK's video strategy from reach and awareness to engagement and interaction.

Debbie Kenney

Director, Video Investment, CMI Media Group



Results

82%

improvement in cost per view (CPV) from Dec. 2023 to June 2024

90%

of targeted households reached

38%

lower CPM than goal

2.9%

visit rate

\$0.03%

cost per completed view (CPCV)



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