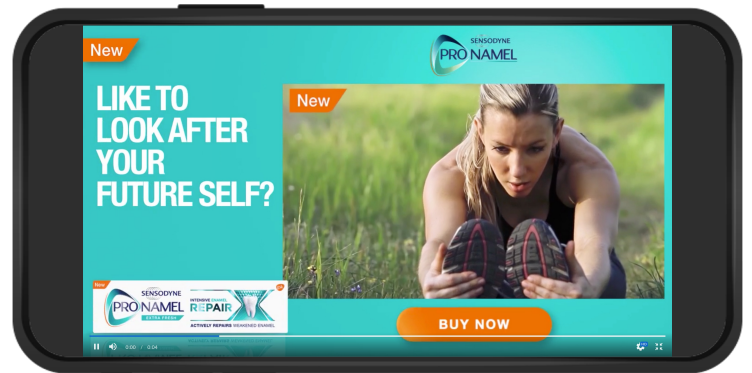


GSK Consumer Healthcare Taps Into Personalisation to Improve ROI Nearly 20%



GOAL

For one of GSK’s premier brands, Pronamel, cost efficiency was the name of the game. They were interested in the power of personalisation but wanted to prove that DCO’s incremental cost provided a true lift in performance. Having previously established benchmarks across multiple metrics, they set out to conduct a study to assess how much their ROI could improve when taking a personalised approach.



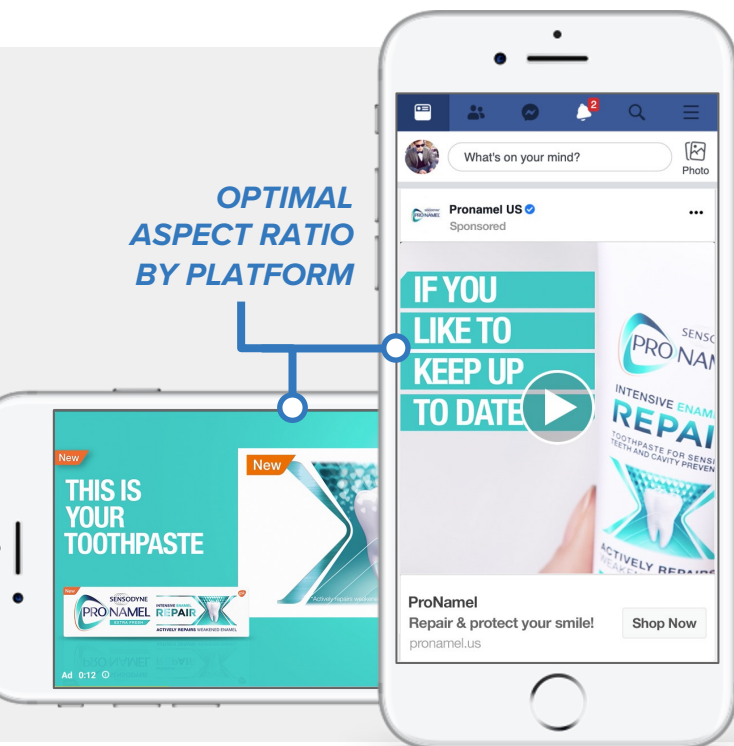
CHANNELS

- Open Web
- Social

PUBLISHERS

- DV360
- YouTube
- Facebook & Instagram

OPTIMAL ASPECT RATIO BY PLATFORM



STRATEGY

To tackle this challenge, Pronamel leveraged Innovid’s versioning technology and social integrations to build, upload, and optimise the campaign. Having a centralised feed allowed them to showcase unique messages for each of their audiences, even across walled gardens. For versioning, age and interests were leveraged to change the video and copy shown, and Innovid’s rendering engine provided the optimal specs for each platform. This approach allowed them to layer personalisation into multiple elements with an efficient, scale-able workflow.

OUTCOME

GSK found that using personalised messaging drove an efficient and effective results across all KPI categories vs. brand benchmarks.

+19.4%

MEDIA EFFICIENCY VS PREVIOUS YEAR'S ROI

Based on IRI Study

+60%

INCREASE IN PURCHASE INTENT*

Based on Audience Project Study

-30%

LOWER CPM ACROSS SOCIAL VS. PLANNED

AGE:
25-34

INTEREST:
Acidic Foods



DYNAMIC ELEMENTS

- Messaging
- CTA
- Video

RECOMMENDATIONS

Leverage DCO to reduce media costs and increase speed to market in addition to improving campaign performance.

Break down siloed strategies and connect your channels through a centralised feed to show a consistent personalised message on every exposure.

Audience Interest scratches the surface of what personalisation can provide, dive deeper with recommended top strategies Innovid has put together in our [DCO Plug & Play](#) guide.



*Against the best performing audience group

Contact solutions@innovid.com to learn more about our Omni-Channel DCO solutions

[innovid.com](https://www.innovid.com)