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IUP ce e

Camera

DYMISTA BRANDED HCP EMAIL BLAST SPECIALTY TARGETING

Objective

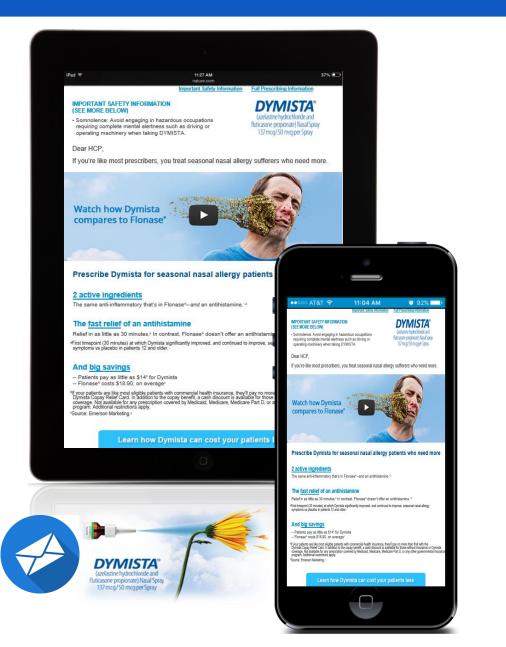
• Maximize **DYMISTA's** reach among Allergists, Ear Nose & Throat specialists, and PCPs primarily driving brand advocacy and Rx write-offs for HCPs Treating Severe-to-Moderate Allergenic conditions

Tactics

 Target specialists focusing on the treatment of Severe-to-Moderate allergies reaching across Allergists, ENT's and Primary Care Physicians, via email blast (HTML)

The Results

- The DYMISTA campaign successfully reached HCPs treating asthmatic conditions by specialty via eBlast on desktop & mobile screens bringing an industry high 6.3% open rate and CTR of 2.2% overall.
- In addition, we've also driven a CTOR (Clicks-to-Open Rate) high of 34.43% for DYMISTA. *CTOR reveals the *effectiveness* of email content particularly the design; with CTOR, unique clicks are divided by the total unique opens and then expressed as a percentage.



TARGET PHARMACY HCP EMAIL BLAST SPECIALTY TARGETING

Objective

 Raise inventory availability awareness for Diclegis and Invokana medications

Tactics

 Targeted Primary Care Physicians through a dedicated HTML E-blast

The Results

 The Target Pharmacy campaign successfully reached Primary Care Physicians on desktop & mobile screens bringing an industry high 6.7% open rate and CTR of 2.5% overall.



iPad 1

Dear Dr. Kwon

sickness

Diclegis® for morning sickness, now at TARGET PHARMACY

· Click here for full Prescribing Information and Patient

TARGET PHARMACY offers mobile and web refill programs, TARC

If you would prefer not to receive further messages from this sender, please Click Here and con

located near your practice. Find a location today

PHARMACY

The Bullseve Design is a registered trademark of Target Brands, Inc

Find a TARGET PHARMACY near you or your patient

day when taken as prescribed

Information



Invokana for type 2 diabetes available now at TARGET PHARMACY

Dear Dr. Kwon

TARGET PHARMACY now has inventory for Invokana, a newly approved monotherapy indicated as an adjunct to diet and exercise to improve glycemic control in adults with type 2 diabetes.

Find a TARGET PHARMACY near you or your patient.

Click here for full Prescribing Information and Patient Information

TARGET PHARMACY offers mobile and web refill programs, TARGET PHARMACY Rewards, our \$4 generics program and locations conveniently located near your practice. Find a location today

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