



Case Study



Bayer drives 12 ppt in incremental reach as shown by cross-media reach measurement



Pharmaceutical and life sciences company
EMEA - Germany • [bayer.com](https://www.bayer.com)

Agency Name: EssenceMediacom

The Challenge

Bayer, a pharmaceutical and life sciences company, understood that online videos were becoming increasingly important to consumers. To continue to reach its target group as efficiently as possible, Bayer was constantly developing its overall strategy for audiovisual media mix.

The Approach

- Bayer used Gemius's PostBuy analysis to evaluate cross-platform reach across linear TV and YouTube. The Cross-Media Reach (XMR) report provided more validation within target segments.
- Partnering with EssenceMediacom: To aim for both high reach as well as a maximum online video view-through rate, the agency recommended non-skippable ads.

The Results

- Across channels, the campaign reached 70.8% of adults aged 25 to 64 (census population).
- YouTube delivered 28% reach (versus 58.8% on TV) of which 12 ppt were incremental to TV. The estimated YouTube budget share was 19.4%.
- Within the young target segment (adults 25-44) YouTube delivered 22 ppt on top of TV.
- Mobile drove the highest incremental reach, while connected TV (CTV), including co-viewing, drove the on-target reach.
- YouTube is a very good extension to classic television to achieve efficient net reach. This is particularly true for younger target group segments.



"The cross-channel measurement of our linear TV and YouTube activations with Gemius helped us validate our media approach with an external research partner and confirmed YouTube's high incremental reach. The actionable results now help us to iterate, improve, and scale across other brands in our portfolio."

Jusof Emadzahdeh

Media & Digital Marketing Manager, Bayer Vital

12 PPT

Incremental reach versus linear TV in the overall target group

22 PPT

Incremental reach versus linear TV in younger target segment

Primary Marketing Objective

Awareness & Brand Consideration

Featured Product Area

Measurement: Cross-Media Reach



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