
From: Alvarenga, Elba (NYC-IDM) <EAlvarenga@idmediaww.com>
To: Matthew Day
CC: Pantaleo, Nancy (NYC-FCB); Francisco, Julianne (NYC-IDM); Larson, Laurie (NYC-IDM); Karen Hill; Briddick, Heather (CHI-GHI)
Sent: 2/1/2016 4:32:27 PM
Subject: Pain Matters 2015 end of year report and OGSM
Attachments: Pain Matters Full Campaign Report 4 15 - 12 31 Final.pdf; Pain Matters OGSM 2015 with Pacing up to 12.31.xlsx

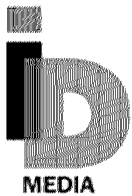
Hi Matt,

Hope you had a great weekend!

Find attached the Pain Matters 2015 full campaign report and OGSM.

Do you have some time on the week of Feb 8 for a call to discuss the campaign's performance? Please let us know what day and time works best for you.

Thank you!
Elba



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Pain Matters Media

2015 Full Campaign Metrics Report

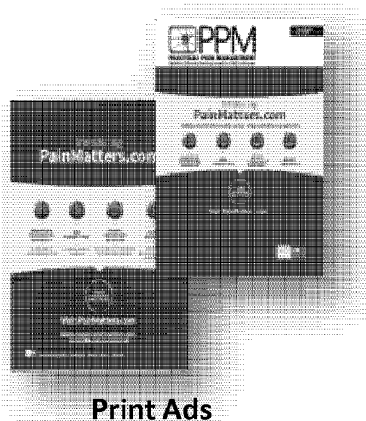
January 29th, 2016



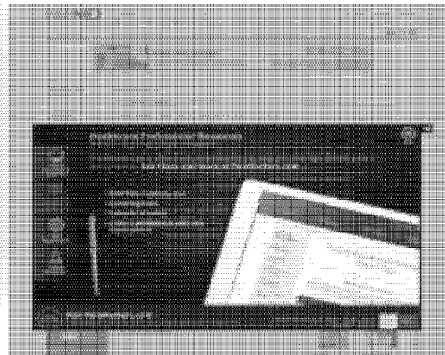
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Media/NPP Campaign Overview

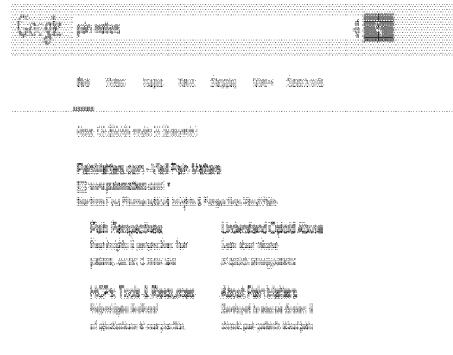
- **Campaign Objective:** Increase awareness of abuse deterrent technology among HCPs
- **Strategic Approach:** Utilize multiple media touch points to maximize message exposure and drive physicians to ADT pages on the Pain Matters website
- **Media Channels & Measurement Plan:**
 - **Print:** Monthly Print Ad Exposures & Reach/Frequency of target
 - **Digital Display:** Viewability, Key Website Engagements
 - **Paid Search:** Quality Score, Avg. Position, Key Website Engagements
 - **NPP:** Message Engagements, Key Website Engagements



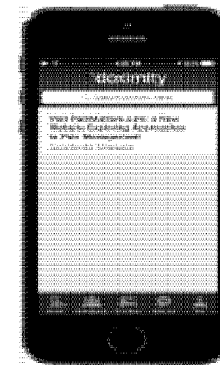
Print Ads



Digital Display (Rich Media)



Paid Search



NPP (Doximity)



Key Takeaways: 4/15/15 – 12/31/15

The Pain Matters 2015 paid media campaign accounted for the majority (84%) of traffic to the Pain Matters website



- Overall website visitation ultimately paced below OGSM forecast at 65% completion of the forecasted goal of 230,000 visits. However, website traffic increased consistently month over month driven largely by outstanding performances by the paid search campaign, Millennial Media and the Google retargeting tactic. Overall, site traffic saw a large increase in Q4 after additional investment was allocated to the campaign. Forecasting goals should be re-evaluated in future campaigns to reflect this year's results

SEM was the most successful tactic of the campaign leading in both traffic volume and on-site engagements



- The paid search campaign drove 66% of all traffic driven to the site by the paid media campaign and 75% of all website engagements. In terms of quality scores and average position, the SEM campaign delivered at 100% against forecasted goals for both branded and unbranded terms. The campaign under-delivered slightly (90%) against forecasted website engagement goals. Overall, the SEM campaign drove 53% of overall traffic to the website.

NPP-Doximity program delivering strongly against goal



- As of the last reporting period (which includes Doc News alerts 1 - 10), the Doximity program had delivered at 101% against forecasted message engagements and had delivered strongly (94%) against key website engagements forecast. An additional alert (Doc news alert 11) was added to the Doximity program and deployed on Dec. 15. A full analysis of the program will be submitted separately mid-February once results from the last alert are available.

Rich Media unit delivered strongly in terms of rich media unit engagements but fell short of forecasted website engagements



- Contobox performance delivered strongly in terms of engagement with the unit's content at 141% of forecast. In terms of key website engagements, however, the unit delivered at 53% completion. Despite this under-delivery of key actions, the Contobox drove 32% of all key website engagements for display and mobile partners and the unit was a valuable contributor as a driver of traffic to the Pain Matters website, despite the unit's highly engaging features.

Display and mobile delivered the highest share of traffic



- The campaign over-delivered on display banner and mobile key website engagements at 453% and at 128% in terms of viewable impressions
- In total, display and mobile partners drove 38% of all paid media traffic and 32% of all traffic to the Pain Matters website. Millennial Media was the largest driver of traffic (36%) to the site followed by Google retargeting, and Cadreon, while Google retargeting banners, was the largest driver of key website actions, followed by Specific Media's Contobox and Cadreon

Print campaign delivered in full against forecasted goals



- In addition to the originally proposed print schedule, print ads ran in December issues of the 4 publications included in the print campaign: Practical Pain Management, Pain Medicine News, Pharmacy Times, and American Family Physician, as part of the Q4 incremental
- In total, the print campaign delivered at 106% completion versus forecasted ad exposures



OGSM Pacing

April 15 – December 31, 2015



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Media/NPP OGSM Forecast vs. Delivery

- Ultimately, the paid media campaign delivered at 65% completion of the 230,000 visits forecasted in terms of site visitation. However, the campaign was an overall success driving nearly 85% of all traffic to the Pain Matters website between April 15 – December 31
- The paid search campaign delivered in full against forecasted goals in terms of both quality score performance of unbranded and branded key terms as well as average positions. Though the campaign fell slightly short of the forecasted* delivery delivering 90% of key website engagements, the paid search campaign was the largest driver of key website engagements to the Pain Matters website.
- An additional Doximity alert was sent out Dec. 15 as part of the Q4 incremental funds allocated to the campaign and a separate report will be submitted in mid February after results for the last alert are reported.
- Display surpassed both viewable impressions and key actions goals with Cadreon delivering the highest volume of viewable impressions and Google GDN delivering the highest volume of engagements
- The Contobox rich media unit over-delivered vs. forecast in terms of engagements within the unit, but under-delivered at 53% in terms of back-end key website engagements on the Pain Matters Website. Due to the highly interactive nature of the unit, users were not motivated to click out of the unit and interact with the key pages in the Pain Matters website, which was similar to the unit's content. A creative refresh of the unit's content is currently undergoing the PARC approval process and will be implemented in the 2016 campaign.
- Print ad exposures delivered on schedule

*In Q4, key website engagements forecast for paid search was revised to reflect incremental funds allocated to the campaign.

Website Visitation Goal				
	Forecast (4/15 - 12/31)	Campaign Delivery	% Complete	Pacing Index vs. Goal
Visits	230,000	149,580	65%	65

PPC				
	Forecast	Campaign Delivery	% Complete	Pacing Index vs. Goal
Quality Score (Unbranded)	6/10	7/10	100%	N/A
Quality Score (Branded)	10/10	10/10	100%	N/A
Avg. Position (Unbranded)	1.3	2.0	100%	N/A
Avg. Position (Branded)	1	1.0	100%	N/A
Key Website Engagements	14,740	13,295	90%	90

NPP (Doximity)*				
	Forecast	Campaign Delivery	% Complete	Pacing Index vs. Goal
Message Engagements	580,000	586,997	101%	101
Key Website Engagements	468	440	94%	94

OLA (Display, Mobile)				
	Forecast	Campaign Delivery	% Complete	Pacing Index vs. Goal
Viewable Impressions	5,841,117	7,498,638	128%	128
Key Website Engagements	658	2,980	453%	453

OLA (Rich Media)				
	Forecast	Campaign Delivery	% Complete	Pacing Index vs. Goal
Rich Media Engagements	261,530	370,007	141%	141
Key Website Engagements	2,617	1,386	53%	53

Offline (Print)*				
	Overall Forecast	Campaign Delivery	% Complete	Pacing Index vs. Goal
Total Ad Exposures	359,400	381,153	106%	N/A



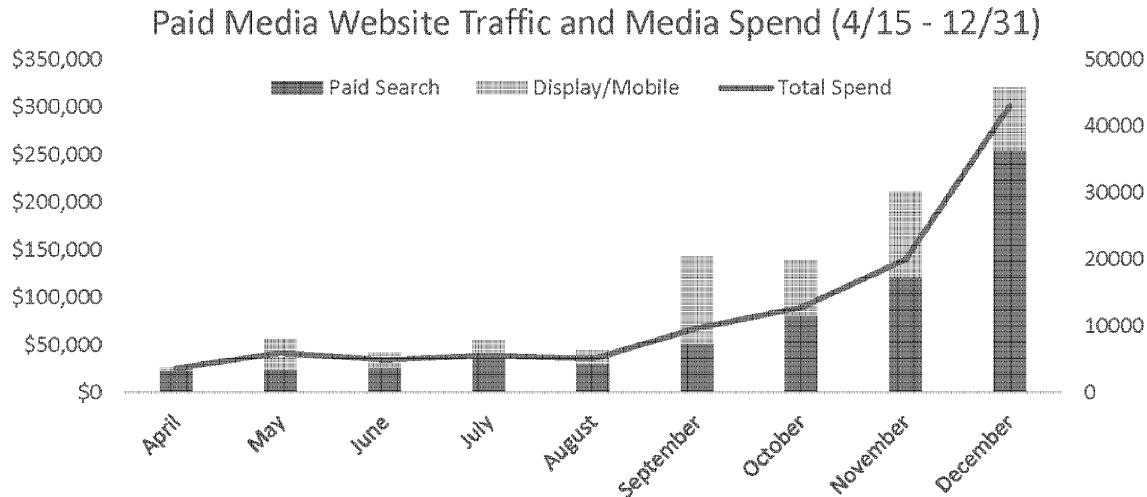
Performance Detail

April 15 – December 31, 2015

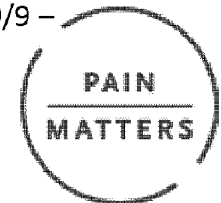


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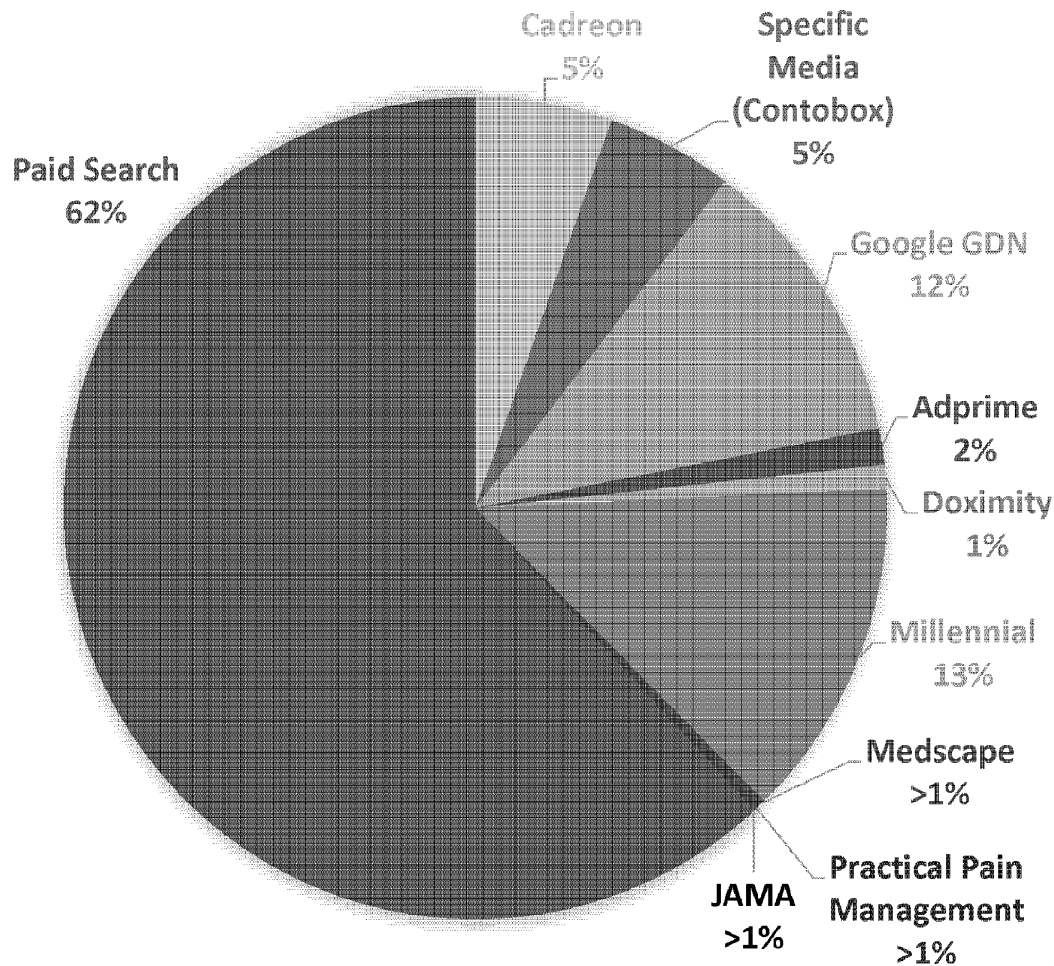
Paid Media and Website Traffic



- The launch of the Pain Matters 2015 paid media and NPP campaign on 4/15, significantly increased traffic to the Pain Matters website
 - Overall, the paid media campaign drove 84% of all traffic driven to the for Pain Matters website between 4/15 and 12/31. A significantly larger volume of website of traffic occurred in Q4 as a result to incremental funds allocated to the campaign
- Website traffic saw a significant increase in November and December corresponding with incremental investments allocated to the paid media campaign
- The biggest gains in traffic driven to the website in that two-month period came from additional investments allocated to the paid search, Specific Media (Contobox), and Adprime
- Website traffic spikes occurred as a result of geo-fencing campaigns activated during APS (5/13 – 5/16), Pain Week (9/9 – 9/11), AAPM (9/17 – 9/20), NASCSA (10/20 – 10/23), and ASRA (11/19 – 11/21) conferences



Website Traffic per Partner

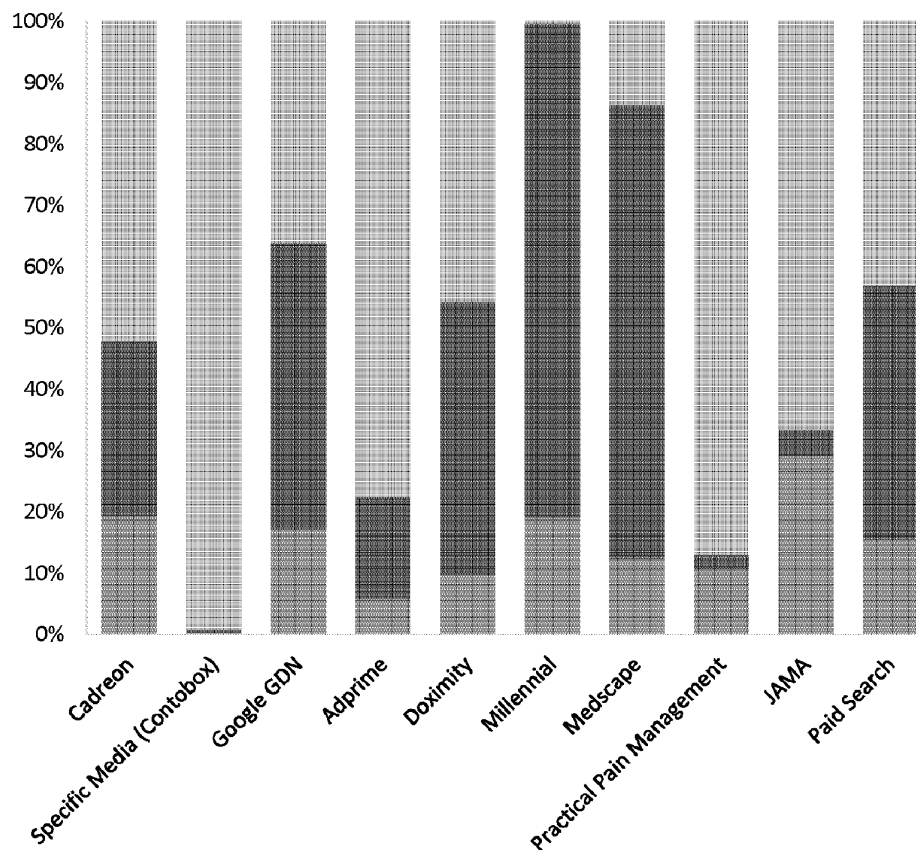


- In total, 80 percent of all website traffic to the Pain Matters between April 15 – December 31st was driven by the paid media campaign
- The largest volume of traffic was driven by our paid search campaign followed by Google GDN and Millennial Media
- Specific Media's Contobox was a valuable driver of traffic to the site despite the highly interactive nature of the rich media unit
- Traffic driven by Millennial Media was as a result of geo-fencing around the conferences where Pain Matters had a presence
- Endemic partners Practical Pain Management and JAMA campaigns ran from April 15th to August 31st, when they were paused due to under-performance

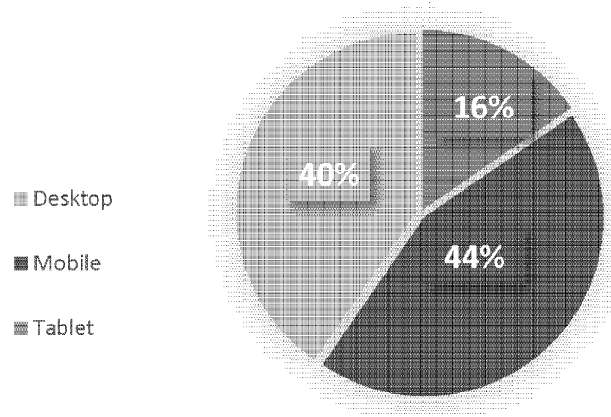


Website Device Trends

Device Share of Website Traffic by Partner



Overall Website Traffic by Device

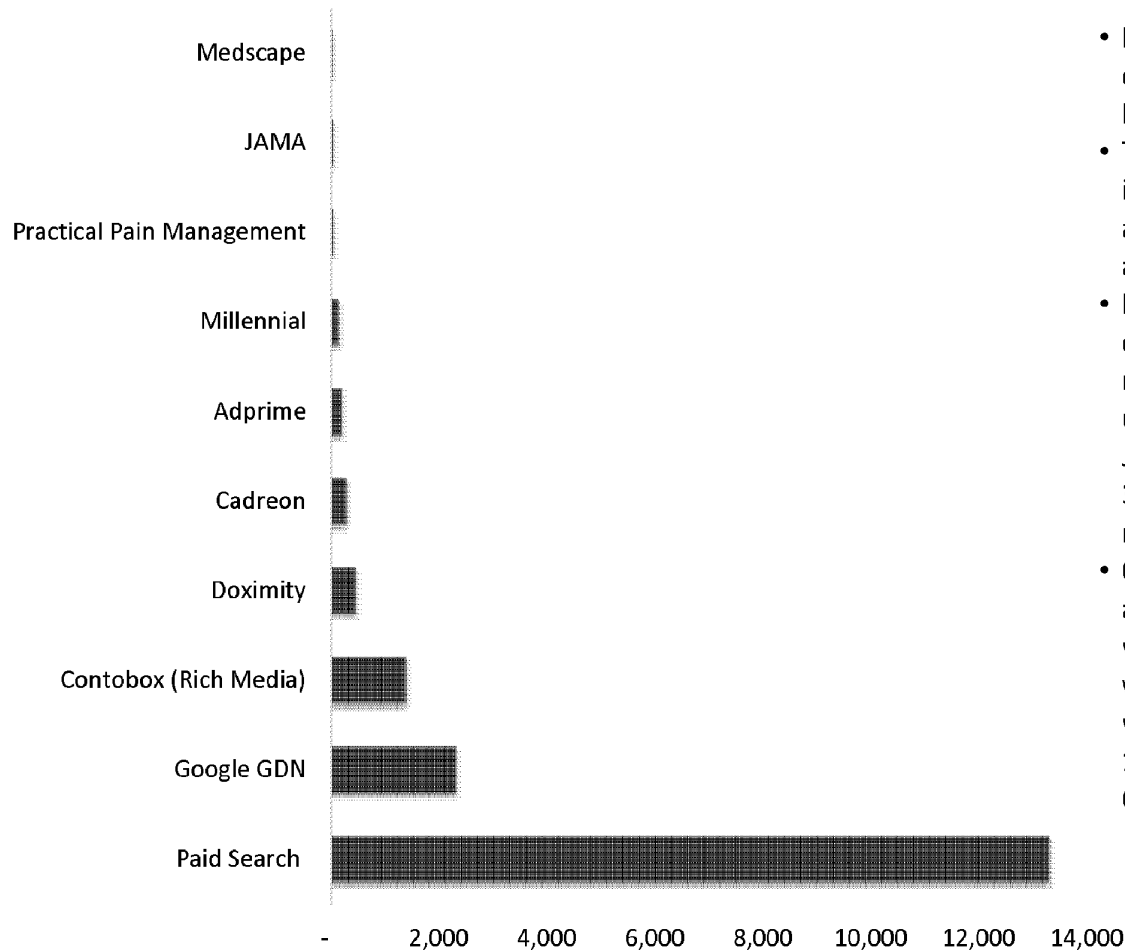


- Our multiscreen approach to maximize reach and frequency via web, mobile, tablet, and email strategy to capitalizing on current trends among physicians where 3 device ownership is now the norm was very successful in driving traffic to the Pain Matters website
- A majority of traffic driven to the Pain Matters website by the paid media campaign came from mobile devices
 - Overall, most site traffic came from desktop, followed by mobile and tablets
- The largest drivers of mobile traffic were the paid search campaign, followed by Millennial Media and Google GDN

Source: Manhattan Research Taking The Pulse 2014



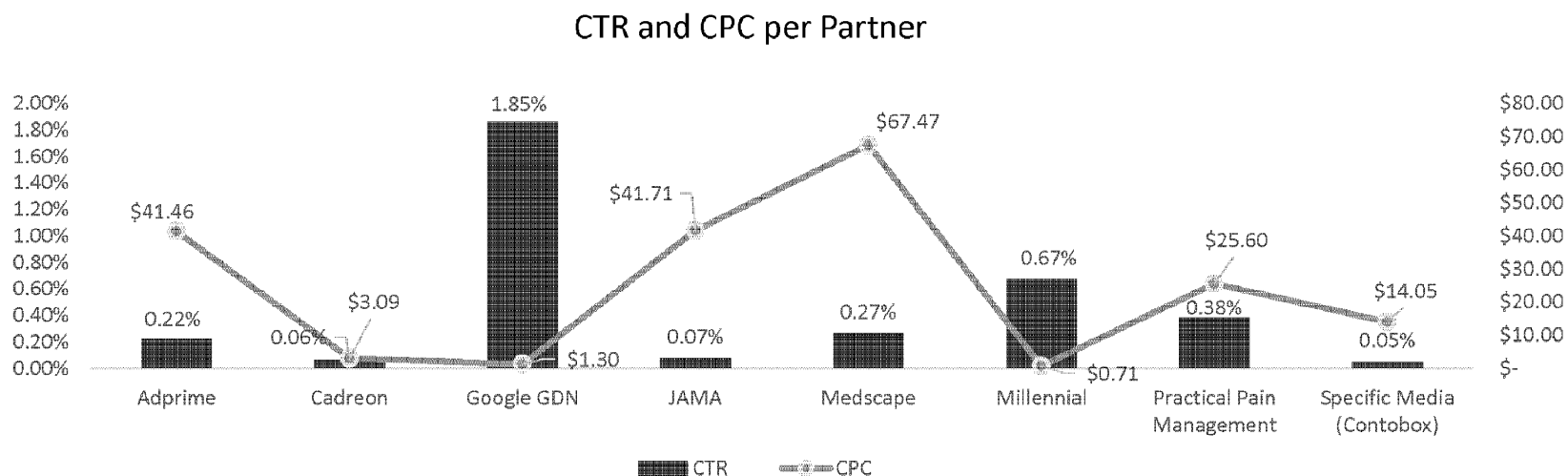
Key Website Engagements per Partner



- In total, 10% of all paid media website traffic driven to the Pain Matters between April 15 – December 31st resulted in a key action
- The three largest drivers of key website actions in terms of volume were Paid Search (75% of all key website actions), Google GDN (13%), and Specific Media’s Contobox (8%)
- However, in terms of share of traffic driven by our partners to the Pain Matters website that resulted in a key website action, 100% of all users driven to the website after clicking on a JAMA ad visited a key action page, followed by 32% of users directed to the site by a Doximity news alert resulted in a key website action.
- Other partners that drove a considerable amount of their share of traffic to a key website page include 19% of Contobox site visitors, 15% of users who landed on the website after clicking on a Paid Search ad, and 13% of all traffic driven to the site by a Google GDN ad resulted in a key website action



Average CTR and CPC per Partner



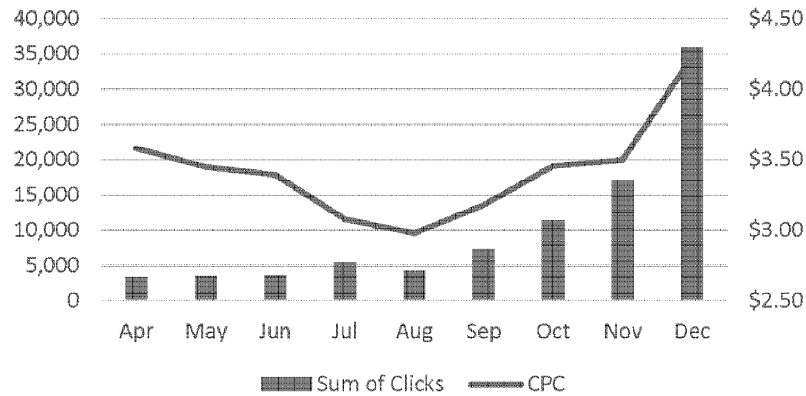
- Overall cost per click average for the display campaign was \$4.89
- The most efficient costs per click were delivered by Millennial Media followed by Google GDN, which were two of the largest drivers of traffic to the Pain Matters website
- Endemic partners, Adprime, JAMA, and Practical Pain Management had higher CPCs in part due to the more precise targeting those sites allow in reaching HCPs browsing relevant content contained within the pain management specialty website articles
 - However, CTRs for all endemic partners were above the overall campaign CTR average of 0.15% showing that Pain Matters ads were more relevant to these sites' audience
 - On average, users driven to the Pain Matters website from an endemic partner site spent 01:50 on the site and consumed 2.18 pages, compared to an overall time on site average of 01:30 and 1.97 pages
- Although Medscape had the highest CPC of the campaign, Pain Matters ads were delivered to the Pain Matters target list which allowed us to target high value physicians browsing professional articles and content on Medscape's website
 - A total of 14,296 Pain Matters physician targets were matched against the Medscape database through a list match



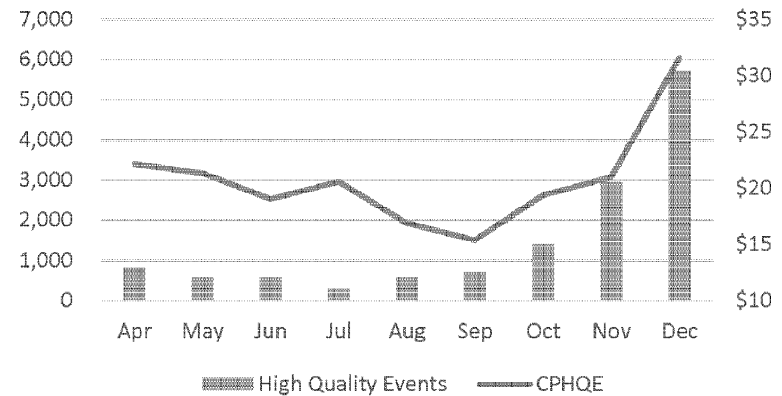
Paid Search 2015 Performance



2015 Click Volume And Avg CPC

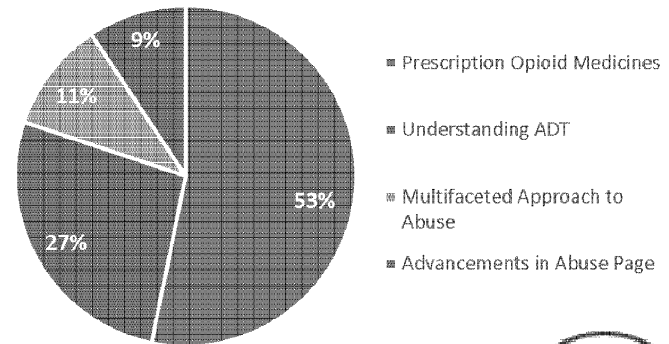


High Quality Event Volume and CPA



- **Paid search effectively leveraged additional budget to dramatically increase HQE volume in Q4**
 - November performance stands out, driving 3x more HQE than the average at essentially flat CPCs and CPAs
 - CPC increase in December during increased spend correlated to slight improvement in CTR.
- General “chronic pain” and “pain treatment” related keywords saw the largest surge in click volume with additional budget during 2H of 2015.
- Prescription Opioid Medicines page accounted for over half of all HQEs, driven primarily by “pain management” related keywords.

High Quality Event Breakout by Page



Performance Detail per Tactic

April 15 – December 31, 2015



Paid Search

Objective/Measurement: Increase awareness and education of abuse deterrence technology by reaching key HCP's actively searching for information across the web, measured by quality score, average search position, and qualified site actions

Performance:

- **Quality Score**
 - Overall Quality Score increased from 5.6 at campaign start to 6.1 by end of campaign
 - Google made the greatest strides, jumping from 5.0 to 5.8 during this period
 - Greatest improvement in QS was observed after campaign refresh in July, which contained new copy and added Sitelinks and Call Outs to the campaign

- **Average Search Position**
 - Average position increased throughout the campaign and ended at 1.8 (up from 2.1)
 - Average position was similar between Google and Bing; no outlier noted
 - "Pain Matters" consistently reached 1st position

- **Key Website Events**
 - The most key website engagements were driven in December after final round of incremental dollars were received
 - Prescription Opioid Medicine received the strongest volume among all high quality actions
 - Cost per action increased when incremental funds were added to campaign in November and December. However, November maintained ability to deliver a qualified audience while maintaining a flat cost per high quality action vs. prior months.

- **Summary/Action Items:**
 - October-November (10/16-11/15) was the strongest performing period, driving strongest engagement rates at lowest costs.
 - December also performed in terms of engagement rate, confirming that engagement did not drop off as a result of going broader in order to spend funds in full. However, there was an uptick in associated costs.



Doximity DocNews Alerts



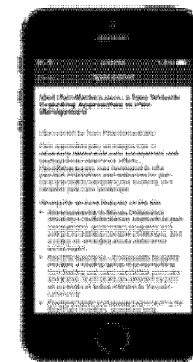
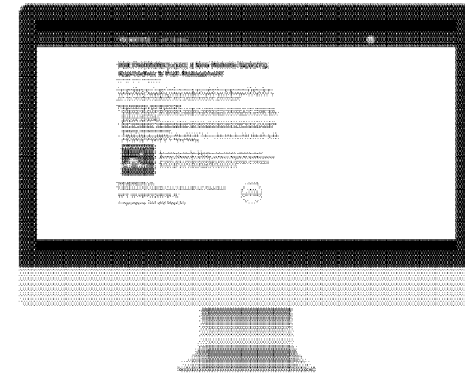
Objective/Measurement: Drive awareness and reinforce Teva's commitment to pain management through a series of rich, engaging communications to targeted physicians and HCPs that will encourage opt-in for extended experiences and future communications

Summary:

- A total of 11 Doc News alerts were deployed as part of the Doximity program between April 15 - December 15 targeting PCPs (Family Medicine, Internal Medicine) and PSPs (Anesthesiology, Neurology, Physical Medicine/Rehab)
- **The alerts targeted** PCPs (Family Medicine, Internal Medicine) and PSPs (Anesthesiology, Neurology, Physical Medicine/Rehab) with **messages such as** "Get Resources & Tools for Managing Pain at PainMatters.com" and "Read More About FDA Guidance on Abuse-Deterrent Opioids"
- In total, each alert lasts for one month and the results of the Doc Alert #11 deployed December 15 will be available sometime in early February
- A separate report for the Doximity NPP program will be submitted separately mid-February
- Messages such as "Get Resources & Tools for Managing Pain at PainMatters.com" and "Read More About FDA Guidance on Abuse-Deterrent Opioids"
- Results of Doc News alert #11 deployed December 15 will be available sometime in early February
- A separate report for the Doximity NPP program will be submitted separately mid-February.
- The following performance summary includes results data from Alerts #1-10:
 - **Overall, the average view rate per alert targeting both PCPs and PSPs was 57% with a 6.27% click rate**
 - **The average view rate per alert targeting either PCPs or PSPs was 63.71% with a 5.62% click rate**

Campaign Summary

- Overall, results for DocNews Alerts continue to exceed benchmarks (25% view rate, 2-5% CTR)
- IDM recommends the continuation of this program into 2016 as results are displaying great success for the brand



Specific Media Contobox – Rich Media



Objective/Measurement: Increase awareness of abuse deterrence technology by reaching specific targeted HCP's with a high impact unit that can provide all key knowledge about pain and pain management; measured by user engagement and key website events

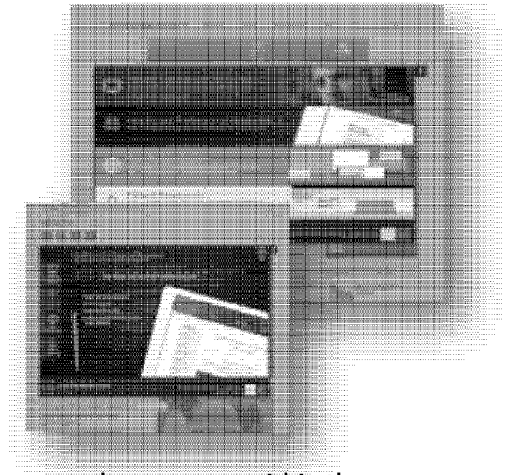
Performance:

• **Rich Media Unit Engagement**

- Overall user engagement with the Contobox unit was extremely strong with click through on engagement rates– the percent of users who engaged with the content on the unit clicked through the Pain Matters website- of 6.54%, far outpacing the unit's benchmark of 1.85%
- Total engagement rate with the unit--the percentage of users who interacted with the unit's content--for the campaign was 3.77% and unique expansion rates was 1.32% compared to a 1.00% benchmark

• **Key Website Engagements**

- The Contobox unit was one of the best performing tactics in the 2015 campaign in terms of driving users to key content within the Pain Matters website and despite its highly interactive nature, the Contobox rich media unit was the third largest driver of key website engagements to the website with a majority of users landing in one of three key landing pages related to ADT
- Users driven from the Contobox unit to the Pain Matters website were the most likely to engage with the website's content compared to other partners
 - Users who clicked through to the Pain Matters website from the Contobox unit consumed an average of 3.20 pages per session vs. the 1.97 overall site average for the whole campaign, and traffic driven by the unit had the lowest bounce rate of all partners at 38.22% compared to an overall site average bounce rate of 69.34%
 - Users spent an average of 01:32 on the website, compared to an overall site average of 01:30
- The majority of conversions came from users who interacted with the unit for the first time and clicks-through to the site, as opposed to returning users



Campaign Summary

The campaign delivered a total of 25,862,031 impressions--300K in added value impressions-- with an overall CTR of .05%; 89.99% of all impressions were delivered on desktop, 6.72% on mobile devices and 3.29% on tablets

Due to the scale of impressions delivered, the Contobox was one of the largest drivers of traffic to the website at one of the most efficient costs per click



Google Display- Audience Display

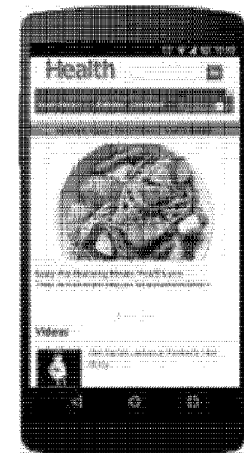


Objective/Measurement: Increase awareness of abuse deterrence technology by reaching users who have visited the Pain Matters site and re-messaging them measured by Viewable Impressions and Key Website Engagements

Performance:

• Key Website Engagements

- Overall Google Display retargeting campaign was one of the most successful tactics of the 2015 Pain Matters campaign, delivering the highest volume of website engagements of all display and mobile partners and the second largest volume of traffic to the Pain Matters website after paid search
- In total, the retargeting campaign delivered 53% of all key website actions of all display/mobile tactics
- Users who clicked on a retargeting ad viewed on average 2.04 pages on the website and spent an average of 1:49 minutes on the site compared to an overall site average of 1.97 pages per session and 1:30 minutes spent on site
- This tactic delivered the second lowest bounce rates (66.83%) of all display and mobile partners, compared to the overall site average of 69.34%
- The majority of all key website engagements generated by Google Display ads (54%) were derived from the “Prescription Opioid Medicines” landing page, followed by 28% of key actions generated on the “Understanding ADT” landing page



Campaign Summary

The retargeting effort with Google was extremely successful at driving users who demonstrated interest in the Pain Matters content to return to the site.

Though the Google GDN has a scale limitation, IDM strongly recommends continuing the success of the campaign in future campaigns this is strongly recommended in future campaigns



Adprime Media – Endemic Display



Objective/Measurement: Increase awareness of abuse deterrence technology by reaching Pain Specialists as well as other HCP's viewing pain care content; measure performance by Viewable Impressions and Key Website Engagements

Performance:

• Viewability

- AdPrime overall viewability rate for the campaign was 57%, second only to Medscape's viewability rate of 60%.
- CTR average for the Adprime campaign was 0.22% compared to an overall CTR average of 0.23% for endemic partners, and average CPC was \$41.46, the second most efficient CPC of all endemic partners

• Key Website Engagements

- Adprime was the best performing endemic partner in terms of key website engagements, which were mostly derived from ADT pages
- Bounce rates were the second lowest of endemic partners;
 - The overall bounce rate for the campaign was 72.88% compared to an average bounce rate of 73.50% for all endemic partners
 - Users spent an average of 1.08 minutes on the site and consumed an average of 1.56 pages per session. Overall time spent on site for the campaign was 1:30 minutes

Campaign Summary

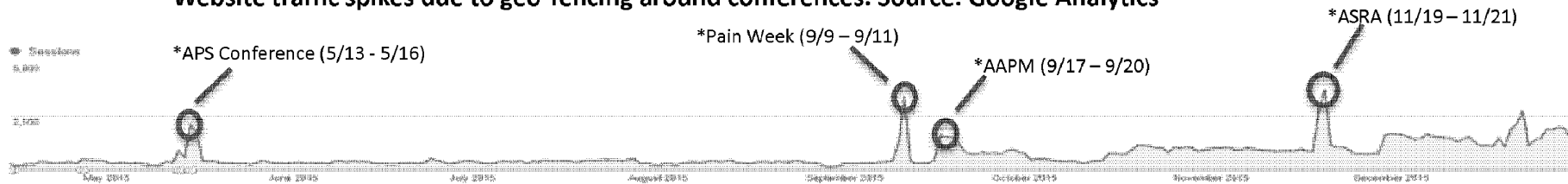
IDM increased investment in AdPrime from Q4 incremental funds to build on high viewability rates and back-end engagements and reach a highly qualified target of HCPs who were browsing articles with relevant content



Millennial Media- Mobile Geo-Fencing



Website traffic spikes due to geo-fencing around conferences. Source: Google Analytics



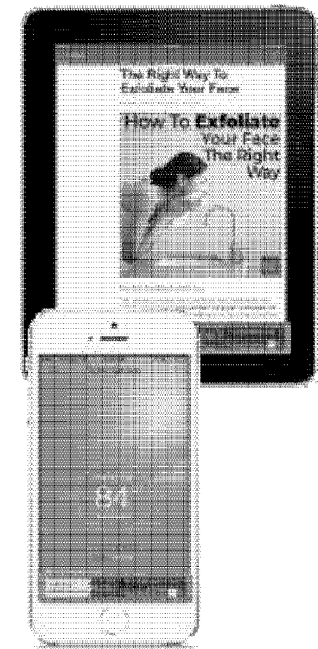
Objective/Measurement: Increase awareness of abuse deterrence technology by reaching specific targeted HCP's on their mobile and tablet devices while at key conferences; measured by Viewable Impressions and Key Website Engagements

Performance:

- Millennial Media had the second best CTR of the campaign (0.67%), second only to Google retargeting. In terms of engagement metrics, users driven to the Pain Matters website spent an average of 1:23 minutes and consumed an average of 1.32 pages compared to the overall time spent on site of 1:30 minutes and 1.97 pages. This is a positive engagement result for mobile. Since our campaigns were targeting users in Pain conferences, these metrics show that users who clicked on those mobile ads were interested and engaged with the website's content.
- Although Millennial drove a robust volume of traffic to the website (56% of all display/mobile and 14% of all traffic to the site), it did have a slightly higher bounce rate of 84.03%, which is commonly the case for mobile
 - Conversion to key pages/videos/downloads related to ADT education also was relatively low compared to other display tactics. Millennial delivered only 3% of all key website engagements generated by the display/mobile tactics

Campaign Summary

Overall, Millennial Media was a valuable driver of traffic to the website. Millennial attracted a relatively higher number of unique first-time site visitors at 72.24% which was partially due to users who were attending the PAIN conferences. Using this tactic saw significant website traffic spikes, which indicated that the users were very much engaged with the Pain Matters website throughout their attendance. Based on results, IDM believes that this tactic was successful given the strong volume of traffic but could have improved in developing ways to drive the HCP to dig deeper within the website to learn about ADT.



Cadreon - Audience Display

CADREON

Objective/Measurement: Increase awareness of abuse deterrence technology by reaching specific targeted HCP's across the web; measured by Viewable Impressions and Key Website Engagements

Performance:

- **Key Website Engagements**
 - All key actions on the website driven by Cadreon were on ADT related pages. Cadreon's key website engagements peaked in Q3 and decreased by 27.5% in Q4.
 - However, this partner continued to be a valuable driver of traffic to the Pain Matters website, driving the third largest share of traffic of display and mobile partners after Google GDN and Millennial
- **Viewability**
 - Cadreon's viewability rate remained below industry benchmark of 70% at 34% throughout the campaign
 - But despite its low viewability rates, Cadreon contributed the largest scale and efficiency in the campaign, representing 89% of all measured viewable impressions

Campaign Summary:

Cadreon's retargeting and contextual placements drove a majority of Cadreon conversions and helped maximize campaign delivery, while behavioral targeting was the least successful tactic of the campaign. Though Cadreon could not deliver the same scale to generate key website engagements as it did in terms of generating website visits, IDM believes Cadreon is an effective awareness tactic and recommends continue leveraging of this partner's capability to drive impression volume and site traffic.



Medscape – Target List Match

Objective/Measurement: Increase awareness of abuse deterrence technology by reaching PCP's viewing Pain Management Content

Performance:

- **Key Website Engagements**
 - The Medscape program started on 9/15 and improved considerably MoM in terms of driving traffic to the website and volume of key website engagements
 - In terms of engagement metrics, the bounce rate was 77.93% vs. 69.34% overall site average and the average session duration found users engaged only for 42 seconds with the site's content vs. 1:30 of the overall time spent
- **Viewability**
 - Although engagement metrics were relatively low, Medscape had the best viewability rate at 60% for this entire campaign compared to the other partners for which we tracked viewability (AdPrime, Cadreon, JAMA, and Practical Pain Management)

Campaign Summary

The target list match tactic was monitored to assess its effectiveness in generating key engagements and as a driver of traffic in addition to its ability to engage HCPs in the Pain Matters target list with the site's content. IDM chose to invest in the premium pricing for Medscape knowing that the tactic was effectively reaching a specific HCP audience with each ad exposure. Because the overall performance of this tactic was not up to par with other partners, they were not included in the Q4 incremental plan.



Adprime Media – Endemic Display



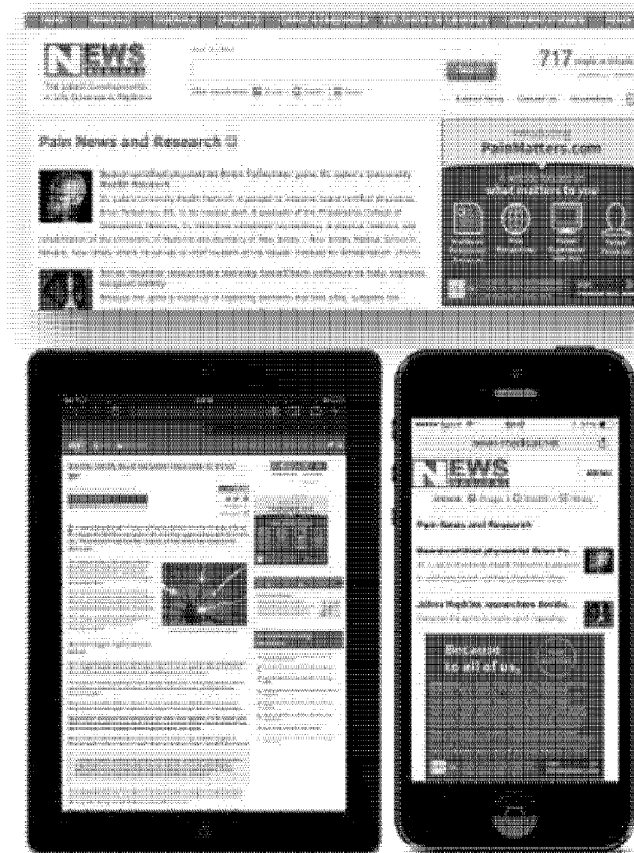
Objective/Measurement: Increase awareness of abuse deterrence technology by reaching Pain Specialists as well as other HCP's viewing pain care content; measure performance by Viewable Impressions and Key Website Engagements

Performance:

- **Viewability**
 - AdPrime's viewability rate for the entire campaign was 57%, which almost reached the industry's standard of 70%.
 - In comparison with the other partners that were also measured by viewability (Cadreon, Google GDN, JAMA, Medscape, and Practical Pain Management), AdPrime proved to be the second best performing partner at 57%
- **Key Website Engagements**
 - In terms of website engagements, AdPrime had a 9% total share of traffic, which was aligned with the overall share of traffic of 10%. The engagements on the website driven were mostly derived from ADT related pages
 - The average session duration was 1:08, which was a little under the total overall time spent of 1:30, with users spending this time on 1.56 pages per session vs. 1.97 total pages per session

Campaign Summary:

IDM increased investment in AdPrime from Q4 incremental funds to build on high viewability rates and back-end engagement. Based on the year end results, the overall website traffic was a little over 1%, which indicated that users were potentially seeing the ads within the pain related content but were not motivated to dig deeper within the Pain Matters website.



Practical Pain Management- Endemic Display



Objective/Measurement: Increase awareness of abuse deterrence technology by reaching Pain Specialists specifically viewing pain deterrent technology content across one of the largest pain targeted online journals; measured by Viewable Impressions and Key Website Engagements

Performance:

• Viewability

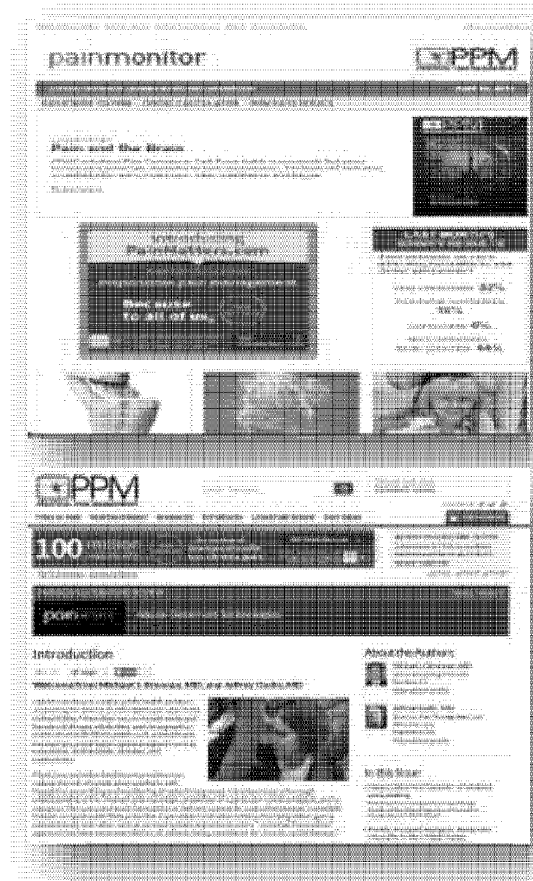
- Practical Pain Management's viewability rate was 46%, which was below the industry standard of 70% and below the overall viewability rate for all partners of 50%. This was consistent throughout the campaign as the overall viewability rate average for this partner remained at ~44%
- However, PPM had the best CTR (0.38%) and the most efficient average CPC (\$25.60) for all endemic partners

• Key Website Engagements

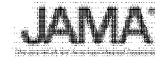
- Although the PPM campaign did not drive a high volume of traffic to the website, the campaign did drive a targeted audience to relevant content on the Pain Matters website at the lowest cost per click for all endemic partners. Despite this, the increase in overall volume did not create any scale and the engagement rates were relatively low compared to the site average and the campaign was paused due to poor performance on August 31st.
- The average time on site of 00:44 seconds was far below the overall display/mobile average of 1:30 minutes spent on site and the overall average bounce rate of 88.31% was the highest of all endemic partners

Campaign Summary:

Despite a premium price and endemic environment, PPM showed lower than average viewability/site engagement and lacked the ability to drive scale. IDM recommended reallocating the remaining investment for PPM to support stronger tactics, Google Display, AdPrime, and Specific Media. Due to low conversion volume and a high bounce rate, IDM paused PPM display media on 09/01.



JAMA- Endemic Display



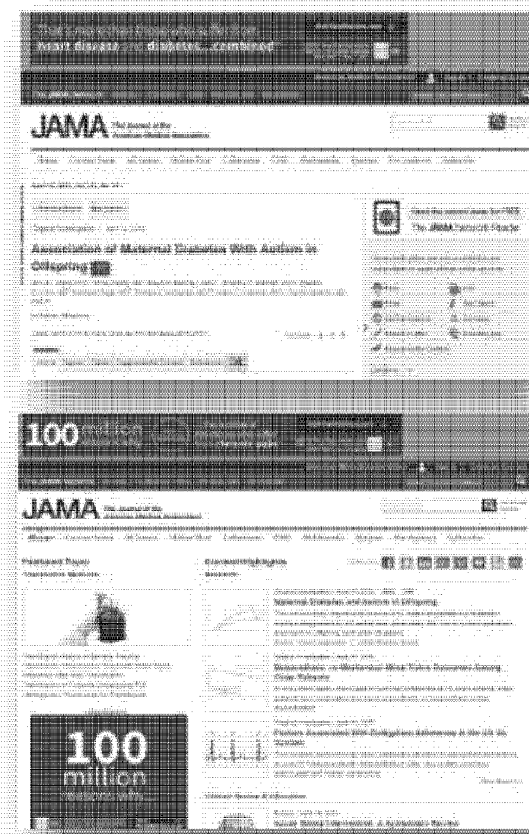
Objective/Measurement: Increase awareness of abuse deterrence technology by reaching PCP's viewing Pain Management Content across a highly renowned journal extension; measured by Viewable Impressions and Key Website Engagements

Performance:

- **Viewability**
 - JAMA's viewability rate for the entire campaign was 55%, which almost reached industry's standard of 70%
- **Key Website Engagements**
 - Throughout the campaign, JAMA garnered a low number of site engagements and reported an overall bounce rate of 68%, which was better than the average bounce rate of 69.34%.
 - The average session duration of users was 4:26, which was way above the overall of 1:30 time spent, with users spending this time on 4.14 pages per session vs. 1.97 total pages per session

Campaign Summary:

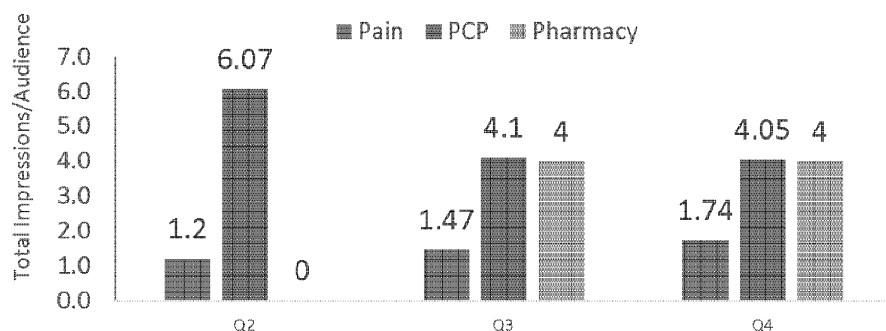
IDM saw compelling results with user engagement, which implied the specialty targeted ads were effectively reaching the PCPs. The JAMA network reader could have potentially contributed to the high engagement results, as well, for the content was available on all devices: smartphone, tablet, and desktop. Unfortunately, towards the end of the campaign, JAMA did not garner any new site engagements, and reported a high bounce rate of nearly 100% which resulted JAMA being paused on 8/31. IDM suggested moving the remaining dollars allocated to the ROS tactics towards top performing partners, Google Display, AdPrime and Specific Media.



Pain Matters Print



Exposures Per Target (4/15 – 12/31)



Specialty	Total U.S. Population
Pain	4,153
PCP	209,331
Pharmacist	61,777

Campaign Summary	
Campaign Length	April-December
Total Reach	161,006
Overall Campaign R/F (8x)	52.3%
Total Exposures	381,153
Monthly Exposures	.29

Performance:

- **Total Reach:** 161,006
- **Total Frequency:** 52.3%
- **Avg. Monthly Exposures:** .29 (Total of Impressions by Specialty/Campaign Length – 2.37/8)
- **Ad Units:**

- **Practical Pain Management (4 Insertions)**
 - April Issue (APS) - Cover Tip + Full Page
 - July/August, September, and December – Full Page
- **Pain Medicine News (3 Insertions)**
 - May & November – Cover 4 Position
 - December Full Page
- **American Family Physician (4 Insertions)**
 - May, June, August, and December – Full Page
- **Pharmacy Times (2 Insertions)**
 - August and December – Full Page

Campaign Summary:

The overall campaign reached 52.3% within these targeted specialty groups, which indicated that the users were effectively engaging to the Pain Matters content. 1 additional print insertion was added to the 2015 Pain Matters campaign in Pain Medicine News, Pharmacy Times, Practical Pain Management, and American Family Physician in December as part of the Q4 incremental plan. For the Pain publications, we ran 2 insertions in Q2, 2 insertions in Q3, and 3 insertions in Q4 resulting in a gradual increase in exposures of Pain specialists. For the PCP targeting, we ran 2 insertions in Q2, 1 insertion in Q3, and 1 in Q4, which explains why there was a decrease in PCP exposures between Q2 and Q3 and a stable amount of exposures between Q3 and Q4. For the Pharmacists, we ran 2 insertions, 1 in Q3 and 1 in Q4 resulting in a leveled amount of exposures in each quarter.



Appendix



Media/NPP Measurement Definitions

Monthly Print Ad Exposures - Average number of times a print ad is exposed to target HCPs

Reach/Frequency - The percentage of target HCPs reached out of the target universe, the number of times a target audience is reached

Viewability – Digital banners that can be seen by a human (i.e. excludes bots) for at least 2 consecutive seconds

Key Website Engagements – An HCP who visits the Pain Matters website and completed one of the following engagements: visits any page with ADT content, watches the ADT video, downloads the “Evolving Roles, Same Goals” presentation

Quality Score – Google’s relevancy score of Pain Matters Ads

Avg. Position – Position on the search page

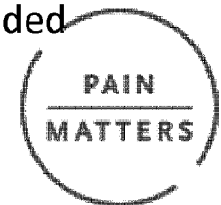
NPP Message Engagements – Views/clicks of NPP messages

Contobox Glossary:

Unique Engagement Rate – the number of unique engagements divided by the number of impressions

IR – refers to the percentage of interactions (ie. video views, tab views, etc.) based on the number either of pre-expandable impressions (IR on impressions) or of expandable impressions (IR on engagements)

CTR – refers to the rate at which users click-through to an external webpage from the expanded banner (CTR on Engagements) or on pre-expandable impressions (CTR on impressions)



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