

clear digital media

Point of Care Impact Brand Case Studies

Product Category: Large Network

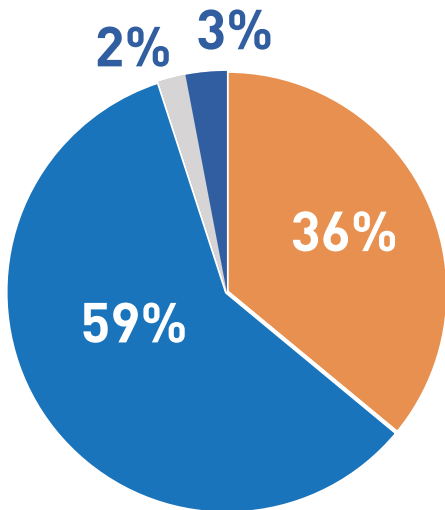
Solution: CDM TV placed in 250 clinics starting in 2015. Currently still active.

Results:

Increase in Purchase Intent

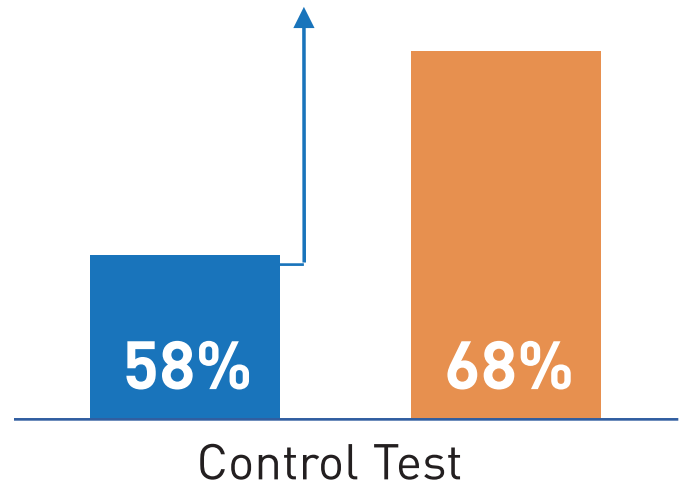
- 7 in 10 viewers very likely to purchase.
- 17% increase in purchase intent.

4 in 10 Viewers Cited Information More Believable in Environment

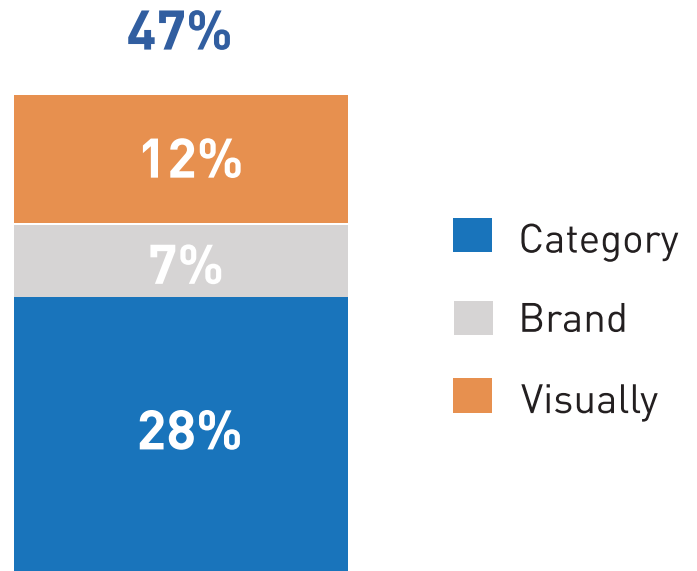


- More believable
- Equally believable
- Less believable
- N/A

17% lift



1 in 2 Viewers Recalled Information



- Category
- Brand
- Visually