



HEALTHCARE

Mayne Pharma & EVERSANA INTOUCH® Increase vCTR by 36% with Custom Taboola Native Display Ads

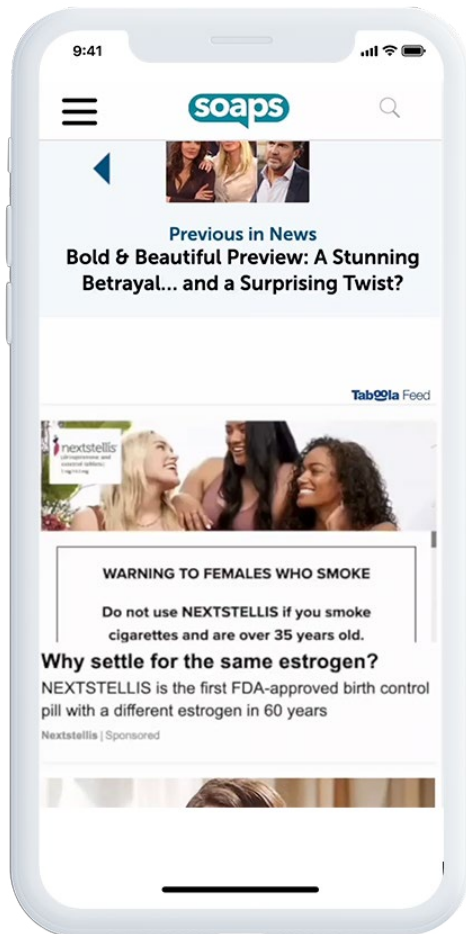


“Taboola worked hand-in-hand with us to build a custom ad format that seamlessly included our product’s safety information without sacrificing engagement. In fact, with these new Native Display Compliance Scroll ads, we saw strong vCTR results that continually performed above our benchmarks.”

- **Jonathan Commons**, Senior Director of Consumer and Digital Marketing, Mayne Pharma

36%

Increase in vCTR



Click to Play

COMPANY

NEXTSTELLIS®, a product of the **Mayne Pharma** pharmaceutical company, is a birth control pill made with estetrol, a different type of estrogen sourced from plants. **EVERSANA INTOUCH®** is the first and only marketing agency to be part of a fully integrated commercial services platform.

CHALLENGE

Spread awareness and encourage more consumers to speak to their healthcare providers about prescribing **NEXTSTELLIS®**.

SOLUTION

Build custom **Taboola** native display ads that include scrolling ISI (Important Safety Information), meeting **Mayne Pharma's** compliance requirements.

RESULTS

With custom ads built by **Taboola** and **EVERSANA INTOUCH®**, **Mayne Pharma** exceeded its benchmark vCTR by **36%**.

Mayne Pharma Launches Custom Mobile Ads Across Top Publisher Sites

Introduction

NEXTSTELLIS®, a product of the **Mayne Pharma** pharmaceutical company, is a combination of drospirenone, a type of progestin, and estetrol, a type of estrogen, indicated for use by females of reproductive potential to prevent pregnancy. **Mayne Pharma** is an ASX-listed specialty pharmaceutical company focused on commercializing branded and generic pharmaceuticals.

NEXTSTELLIS® gives you a choice in the matter when it comes to birth control pills. Almost every birth control pill available uses only one type of estrogen in their medication; however, **NEXTSTELLIS®** is made with estetrol (E4), which is naturally produced in the body and the only human estrogen to be sourced from a plant for birth control pills.

EVERSANA INTOUCH® provides marketing services to pharma, healthcare, and medical organizations. They are the first and only marketing agency to be part of a fully integrated commercial services platform.



Taboola & EVERSANA INTOUCH® Build Custom, Compliance-Friendly Ads for Mayne Pharma

Mayne Pharma wanted to spread awareness about its birth control pills and encourage people to speak to their healthcare providers about the **NEXTSTELLIS®** brand. But advertising a pharmaceutical product comes with its own unique challenges. For one, **Mayne Pharma** needed to include ISI or Important Safety Information in its ads without obscuring the ads themselves.

That's where **Taboola** and **EVERSANA INTOUCH®** were able to help.

EVERSANA INTOUCH® had already worked with **Taboola** to help clients launch native ads across the open web. As a leading content recommendation platform, **Taboola** gives advertisers the tools to reach over 500 million daily active users across 9,000 top publisher sites.

Taboola consistently remained one of the **EVERSANA INTOUCH®**'s top partners for cost per view (CPV). When the agency had an opportunity to drive results for the **NEXTSTELLIS®** campaign, **Taboola** was the ideal partner based on their proven track record of success.

Taboola already had the ability to run 300x250 display ads. **Taboola** used native ad creatives to build native display assets that included a scrolling

ISI. As a result, **Taboola** designed a brand-new, in-house ad format called Native Display Compliance Scroll. Ads in this format match the look and feel of publishers' websites while meeting **Mayne Pharma's** legal requirements.

Mayne Pharma Exceeds Benchmarks with Taboola Native Ads

EVERSANA INTOUCH® and **Taboola** initially targeted ads across desktop sites, mobile sites, and apps. After a brief testing period, they scaled back on desktop sites and apps, and focused on their best-performing channel: mobile websites. To reach the right users, **Taboola** also onboarded Crossix Segments, targeted female lifestyle audiences, and deployed the Sports Package to reach engaged sports fans across premium publisher sites.

Throughout the entire process, **Taboola's** account team provided ongoing performance updates and real-time recommendations to optimize results.

Mayne Pharma was first to market with **Taboola's** Native Display Compliance Scroll ads, and they've seen great success compared to their native benchmarks. Specifically, they exceeded their viewable clickthrough rate (vCTR) benchmark by 36% and successfully increased awareness among their target audience.

ABOUT NEXTSTELLIS

What is the most important information I should know about NEXTSTELLIS®?

WARNING TO FEMALES WHO SMOKE

Do not use **NEXTSTELLIS®** if you smoke cigarettes and are over 35 years old. Smoking increases your risk of serious cardiovascular side effects (heart and blood vessel problems) from birth control pills, including death from heart attack, blood clots, or stroke. This risk increases with age and the number of cigarettes you smoke.

What is NEXTSTELLIS®?

NEXTSTELLIS® is a prescription combination oral birth control pill used for the prevention of pregnancy. **NEXTSTELLIS®** does not protect against HIV infections (AIDS) and other sexually transmitted diseases. **NEXTSTELLIS®** may be less effective if you have a body mass index (BMI) of 30 or higher. It is not known if **NEXTSTELLIS®** is safe and effective in females with a body mass index (BMI) of 35 or higher. If you are moderately obese, discuss with your healthcare provider whether **NEXTSTELLIS®** is appropriate for you.

Who should not take NEXTSTELLIS®?

Do not use **NEXTSTELLI®** if you smoke and are 35 years of age or older. Do not use **NEXTSTELLIS®** if you have or have had blood clots, history of heart attack, stroke or certain heart valve problems, high blood pressure that medicine cannot control, diabetes for more than 20 years, severe migraine headaches with aura, breast cancer or any cancer that is sensitive to female hormones, liver disease or liver tumors, unexplained bleeding from the vagina, have kidney disease or kidney failure, have reduced adrenal gland function, or if you take Hepatitis C drugs containing ombitasvir/paritaprevir/ritonavir, with or without dasabuvir, as this may increase levels of liver enzymes in the blood.

What else should I know about taking NEXTSTELLIS®?

Before taking **NEXTSTELLIS®**, tell your healthcare provider about all of your medical conditions, including if you:

- are scheduled for surgery. **NEXTSTELLIS®** may increase your risks of blood clots after surgery. Talk to your healthcare provider about taking **NEXTSTELLIS®** before and after your surgery or if you are going to be unable to walk for an extended period of time.
- are depressed now or have been depressed in the past.
- had yellowing of your skin or eyes caused by pregnancy.
- are pregnant or think you may be pregnant.
- are breastfeeding or plan to breastfeed. **NEXTSTELLIS®** may decrease the amount of breast milk you make. **NEXTSTELLIS®** may pass into your breastmilk. Talk to your healthcare provider about the best birth control method for you while breastfeeding.

Tell your healthcare provider about all the medicines you take, including prescription and over-the-counter medicines, vitamins, and herbal supplements. **NEXTSTELLIS®** may affect the way other medicines work, and other medicines may affect how well **NEXTSTELLIS®** works.

What are the most serious risks of taking NEXTSTELLIS®?

NEXTSTELLIS® may cause serious side effects that may lead to death including blood clots in your lungs, heart attack, or a stroke. Some other examples of serious blood clots include blood clots in the legs or eyes. Other serious risks include high potassium levels in your blood, high blood pressure, new or worsening headaches including migraine headaches, possible cancer that is sensitive to female hormones, liver problems, changes in the sugar and fat blood levels, gallbladder problems, irregular or unusual vaginal bleeding, spotting, or absence of menstrual periods, depression, possible cancer of the cervix, swelling of the skin especially around the mouth, eyes, and in the throat, and dark patches of skin around your forehead, nose, cheeks, and around your mouth, especially during pregnancy.

What are the possible side effects of NEXTSTELLIS®?

The most common side effects reported by females taking **NEXTSTELLIS®** in a study were spotting or bleeding between menstrual periods, mood changes, headache, breast tenderness, pain and discomfort, painful periods, acne, weight gain, and decreased sex drive.

You are encouraged to report negative side effects of prescription drugs to the FDA. Visit www.fda.gov/medwatch, or call 1-800-FDA-1088.

Please see the [full Prescribing Information](#), including **Boxed Warning, and [Patient Information](#).**