

REACHING HEALTHCARE PROFESSIONALS



In partnership with a large pharmaceutical company, we ran a strategic campaign promoting two medications. Seeking to raise awareness, we used Rich Media and Hyper-local targeting to identify HCPs at conferences. We also re-targeted verified conference attendees post-event.

3x

Using multiple creative and targeting an endemic audience led to a CTR 3x the industry average

100%

Retargeting users outside of the conference led to an increase in performance of over 100%

+

Success of the campaign led to increased budget mid-flight, expansion of the program, and renewal

