

Why broad reach works in targeted physician campaigns

Learn how expanding user verification beyond specialty websites enhances campaign performance

Healthcare professionals (HCPs) stay up to date on the latest research and clinical information by consuming peer-reviewed content across a wide variety of trusted resources, often including sources that extend beyond their primary specialty. This behavior underscores the need for healthcare marketers to adopt a broad-reaching strategy, even when implementing highly targeted campaigns. While this may seem counterintuitive, it aligns with the diverse content consumption habits of HCPs today.



The challenge

Our client initially requested a user-level targeting display campaign on a small set of cardiology websites to promote their latest cardiac device. Initially, the campaign's delivery was low. This approach was intended to create a highly concentrated audience segment, but it inadvertently restricted the full potential of user verification capabilities and HCPs' reading behaviors.

The solution

After data analysis and consultation with the client, we optimized the campaign by expanding the targeting parameters to serve banner ads across the entire Wolters Kluwer network of journal websites, which span over 60+ disciplines.

The results

After one month, the campaign experienced a significant transformation.



INCREASED
193x

Increased targeted impressions served per day by 193x

After expanding the targeting parameters, daily impressions increased by a remarkable 23,354%.

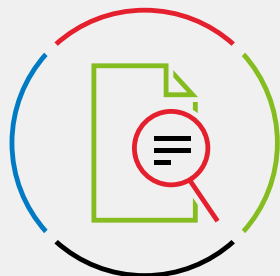


Enhanced audience engagement

Target HCPs consumed content across a variety of specialties, including emergency medicine, nursing, pain management, critical care and anesthesiology.

The right moment for prescriber engagement

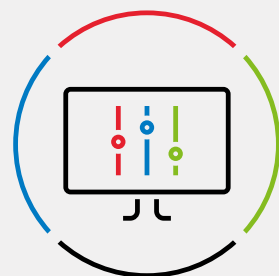
For advertisers, brand marketers, and digital marketers seeking to achieve ROI, it is crucial to consider the full capabilities of user verification to significantly improve campaign outcomes and engagement metrics. This serves as a compelling reminder of the untapped potential that lies in expanding the scope of target audiences across diverse, high-quality content networks.



Reevaluate targeting strategies



Leverage data for informed decisions



Optimize campaign scope

Partner with Lippincott® HCP Access at Wolters Kluwer

The audience solution experts at Lippincott® HCP Access ensure your brand is delivering the right message, in the right format and environment, at the right time.

Contact an expert when you're ready for personalized advice on a successful advertising strategy.