

# A Multi-Local Campaign Using Targeted Advertising Solutions to Provide Deep Touchpoints with Client Content

## BACKGROUND

Our client, a leading pharmaceutical company, was looking to run a multi-channel campaign to reach and educate HCPs on new advances in treating patients with diabetes and obesity to improve patient outcomes.

## THE CHALLENGE

- Build a trusted partnership through awareness and education during prelaunch to promotion with credible and relevant content.
- Reach a wide audience to ensure a high number of touch points with our client's content throughout pre-launch and market penetration phases while following local laws and restrictions in each of the 9 countries selected. This also included coordinating a large amount of ad creatives in multiple languages across different timelines.
- Extensive campaign optimization support and reporting needs throughout the campaign.

## THE SOLUTION

Provide a series of educational content in a digital format designed to help shape the market and meet the unmet needs of the HCP with bite sized information, full text articles and conference content. The campaign was supported by a multichannel marketing campaign to drive awareness and traffic to the educational content.

Client ad placement alongside highly credible educational content in the form of:

- ROS Banners Elsevier journal sites
- ROS banners and native ads on *PracticeUpdate*
- Banners on *PracticeUpdate* eNewsletters and *The Lancet* eNewsletters
- Banner advertising on Articles-In-Press (AIPs) in *The Lancet*
- Banner ads and sponsorship within DigiEditions, *The Lancet* Clinic and Conference Coverage



## RESULTS

The multichannel marketing campaign delivered:



**1,092,296 impressions**  
across ROS and eNewsletters

**17,706 impressions**  
delivered from Native ads

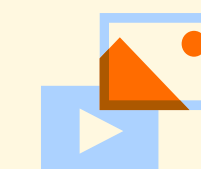
Which led to the following touchpoints with client's content:



**16,390 sessions and 26,791 pageviews**  
from targeted products



**1,874 banner ad clicks**



**386 views**  
on videos



**The average cost per touchpoint was \$2.10**

## THE OUTCOME

- Elsevier team created and delivered a campaign that not only provided high quality content to HCPs but also enabled the client to deliver their key message on the page for an extremely low average cost per touchpoint.
- Our client was able to successfully educate HCPs about the disease state and advances in treatments and medications in obesity and diabetes through trusted and credible Elsevier content.



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**MULTI-LOCAL PARTNER**