

A top ten medical device and pharmaceutical company gains valuable exposure on mobile devices at medical conferences and tradeshows

Challenge

A top ten medical device and pharmaceutical company wanted to gain the attention of conference and tradeshow attendees through their personal mobile devices. They were showcasing a new cardiac medical device at the America Heart Association's (AHA) Leadership Summit in San Diego California, the Heart Failure Society of America's (HFSA) 22nd Annual Scientific Meeting in Nashville, Tennessee and The Society of Thoracic Surgeons' (STS) 54th Annual meeting in Fort Lauderdale, Florida.

This medical device company wanted to target cardiologists specializing in heart failure that would likely be attending the conferences so they could drive more traffic to their booth and set up more client meetings. They wanted cardiologists to be aware of their presence and wanted to leverage mobile advertising, in addition to traditional conference and tradeshow marketing avenues, to help build recognition.

Solution

Adfire Health created a customized digital advertising solution by harnessing the power of programmatic technology to increase awareness, brand recognition and to generate business leads through the duration of the medical conferences and tradeshows. Adfire Health's solution:

» Utilized our proprietary data set

Adfire Health has devoted its business to building the most accurate and clean database of doctors in the United States. It includes over 99% of the approximately 1.1 million doctors practicing medicine in the United States. For this pharmaceutical and medical device company, we segmented our database so that we could target over 31,000 cardiologists in the country.

» Maximized match network

It was important to be able to connect cardiologists' persistent identifiers to their mobile devices because conference attendees are largely receiving ads through their smart phones during the tenure of the conferences and tradeshows. Adfire Health utilized a comprehensive identity graph that includes over 25 million devices and over 128 million persistent identifiers so that we could enhance personalization by connecting to cardiologists on their mobile devices, tablets, desktops and laptops.

» Targeted conference locations

Through our demand side platform, Adfire Health monitored nearly 9 million impression opportunities every second to continuously optimize the ad campaigns' performance over their flight.

Benefits

- » Delivered over 750,000 impressions over 9 days
- » Achieved a 24% added value impressions over the client's request
- » Maintained low costs at \$7.23 CPC
- » Generated 2074 clicks at a .223% CTR
- » Increased business leads generated at medical conferences
- » Created hyper-efficient, targeted and accurate ad campaigns