

Helping a #1 Branded Rx Drug Increase Pharma Conversions by 295%

295%

Lift in conversions from the time of launch

8,000+

Total conversions

62M+

Health care provider impressions

21,900+

Site visits

The Challenge

Staying Competitive & Increasing Pharma Conversions

A #1 branded Rx drug was planning to stop sales because a generic version of their drug was coming onto the market at a lower cost to patients. Before this happened, they contacted Adfire Health to learn about their options. Their goals were to increase the total number of actions taken on a gated website and deliver more patient samples and co-pay savings cards to prescribing health care providers.

The Solution

Engaging Health Care Providers With Pharma Retargeting Advertising

Step #1: Utilize Proprietary Database to Reach Health Care Providers

Adfire Health has devoted its business to building the most accurate and clean database of health care providers in the United States. It includes over 99% of the approximately 1.1M doctors practicing medicine in the United States and over 6.5M key influencers including pharmacists, registered nurses, mental health professionals, hospital executives, and more.

Step #2: Deliver Ads Across Devices

Adfire Health utilized a comprehensive health care provider identity graph that included over 25M devices and over 128M persistent identifiers so they could enhance personalization by displaying ads across devices, households, and locations.

Step #3: Segment Data to Enable Actionable Analytics

By segmenting the health care provider data by specialty (we targeted PCPs, NPs, and PAs) and prescribing behavior (those who prescribed high doses at high volume; high doses at low volume; low doses

at high volume; and low doses at low volume), Adfire Health was able to better understand the behavior of the users who clicked through the ads and optimize campaign results.

Step #4: Optimize Ad Performance With Programmatic Technology

Adfire Health optimized ad performance by continuously analyzing campaign trends to determine which factors were increasing performance (i.e. ad placement, devices targeted, and timing) and adjusted them accordingly.

Step #5: Retarget Health Care Providers Who Are Likely to Convert

On average, only 2% of web traffic converts on the first visit, so it's important to continuously place your ads in front of the 98% of users who don't convert immediately. By tracking health care providers who clicked on the client's advertisements, Adfire Health created a more targeted list of health care providers and then continuously displayed ads in front of them.

The Results

Staying Competitive & Increasing Pharma Conversions

- » 295% lift in conversions from the time of launch
- » 8,000+ total conversions
- » 62M+ health care provider impressions
- » 21,900+ site visits

Testimonial

"Our digital ad campaign with Adfire Health was so successful that we decided to continue selling our prescription for an additional five years when we planned on stopping sales' efforts because a generic version of this prescription was coming on the market."