

A Top-Tier Pharma Brand Decreases Cost Per Exposed Physician by 95%

17.4%

Lift in conversion rates compared to industry standards

244%

Increase in the number of patients exposed

95%

Decrease in the cost per exposed physician

The Challenge

Increasing Pharma Advertising Conversions While Reducing Costs

A top-tier pharma brand with a preventative treatment Rx was beginning a new ad campaign and looking to:

- » Access a superior healthcare professional database
- » Maximize the number of physicians reached
- » Increase conversion rates
- » Lower costs

The Solution

Leveraging HCP Data & Maximizing Pharma Advertising Performance

Step #1: Leverage Proprietary Database to Reach Target Audience

Adfire Health used their accurate and clean database of over 8 million segmented healthcare professionals to consistently reach the target audience at higher rates than competitors.

Step #2: Deliver Ads Across Devices

Adfire Health utilized a comprehensive identity graph that includes 25+ million devices and 128+ million persistent identifiers to enhance performance by displaying ads across devices and ad environments.

Step #3: Provide Affordable Ad Placements on Diverse Channels

By targeting individual healthcare professionals based on their personally identifiable information, Adfire Health displayed the pharma brand's ads on premium lifestyle websites, a more affordable option than endemic sites.

Step #4: Optimize Ad Performance With Programmatic Technology

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

Step #5: Maximize Ad Impression Opportunities With Artificial Intelligence

Through their demand-side platform (DSP), Adfire Health monitored nearly 9 million impression opportunities every second to bring actionable, data-driven insights to the ad campaigns.

The Results

Delivering Impressive Pharma Advertising Metrics

Adfire Health's campaign achieved remarkable results:

- » **Conversion rates 17.4% higher** than industry standards
- » **A 244% increase** in the number of patients exposed
- » **A 95% decrease** in the cost per exposed physician