

# BIDTELLECT DRIVES PATIENT ENGAGEMENT FOR A LEADING PHARMACEUTICAL BRAND BODY

Bidtellect's unique native units incorporating ISI coupled with performance capabilities garnered a 217% lift in CTR and drove 51% of overall website traffic.

## OBJECTIVE

A leading pharmaceutical brand sought to drive engagement with their patient resource center to increase brand awareness and educate patients about how to better manage their condition. Additionally, the brand wanted to drive participation and downloads of their incentive program.

## SOLUTIONS & TACTICS

The brand was looking for a way to drive performance within pharmaceutical's strict information requirements. Bidtellect offers industry-leading performance capabilities in addition to unique native ad units with scrolling ISI (Important Safety Information) incorporated into brand content and imagery. To measure the success of the campaign, the Company looked at CTR and reach.

## RESULTS

Bidtellect drove a CTR lift of 217% against benchmarks, resulting in 194,600 landing page visits. Of all the partners, Bidtellect generated the highest number of patient resource website visits, driving 51% of overall website traffic during the launch quarter.

**217%** CTR Lift

**194,000** Additional Landing Page Visits

**51%** Bidtellect Drove of Overall Website Traffic

