

CASE STUDY

ONLINE HEALTHCARE PORTAL EXPANDS BEYOND DISPLAY TO CONTEXT, NATIVE; BEATS eCPC GOAL BY 31%

A holistic, multi-prong strategy coupled with frequent testing led to an always-on and in-house partnership.

Goals

A healthcare company and leading online resource for comprehensive physician and hospital information needed to revamp their strategy to drive quality traffic to their site. Bidtellect was tasked with delivering stronger performance than standard display banners on CTR, eCPC and Qualified Traffic by Unique Visitors goals.

- \$.85 eCPC (Effective Cost Per Click)
- .20% CTR (Click Through Rate)

Challenges

The client was relying solely on display and banner ads and not seeing the scale, quality of traffic, or efficiency in their media budgets to meet their strategy goals. Additionally, because each condition was sponsored by a specific pharma company, the campaign traffic had to be compared to various reporting services at the end of each month to track conditions, appointments, and prescriptions.

Solutions & Tactics

Bidtellect immediately expanded beyond Display and focused on a holistic approach of Contextual Native, Lookalike Audiences, 3rd Party Data, and 1st Party Segments - all of which were continuously tested for performance before integrating into the strategy. The team built out contextually-targeted campaigns that amplified the content for each condition across our supply, and utilized dynamic or a dCPM pricing model to adapt in real-time to fluctuations.

Bidtellect exceeded both CTR and eCPC goals, and consistently drove new qualified, engaged traffic each month. Bidtellect earned an "always on" partnership across multiple lines of business and conditions, even transferring Bidtellect's service in-house to work directly with their trading team.

Results

