



DIABETES DRUG MARKETER

ADVERTISER SUCCESS STORY



BACKGROUND

A leading pharmaceutical drug manufacturer with a prescription injectable diabetes medicine came to Perform Media to increase mid-funnel consumer actions on their website.



GOAL

This marketer wanted to drive as many webform submissions as possible; their secondary actions included homepage quiz completion and registration for product support.



SOLUTION

The Perform Media account team used two-click search campaigns to target high intent users browsing content specific to diabetes on high quality publishers. They closely monitored account performance and regularly shifted budget to high performing campaigns and keywords, with the focus on driving primary actions without reducing the number of secondary actions. Additionally, the team leveraged domain reporting to identify and remove under-performing websites, as well as apply bid adjustments to decrease overall CPA.

WebMDSM

healthline.


MAYO CLINIC
HEALTH SYSTEM


MNT
MEDICALNEWS TODAY

FACTY  HEALTH

RESULTS

59

webform submits

245

homepage quiz completes

3

registrations



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MEDIA

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