



HYPERKALEMIA DRUG MARKETER

ADVERTISER SUCCESS STORY



BACKGROUND

A top pharmaceutical drug manufacturer with a prescription hyperkalemia drug came to Perform Media looking for quality page lands.



GOAL

This marketer wanted to keep their quality page land rate (QPLR) at 40% or higher based on users spending 30 seconds or more on the page. CPCs needed to remain below benchmark.



SOLUTION

The Perform Media account team used two-click search campaigns to target high-intent users browsing content specific to hyperkalemia on high quality publishers like WebMD. The team leveraged domain reporting to identify and remove under-performing supply. They analyzed keyword-level data to identify which keywords drove the highest quality land percentage and lowest cost per quality land. The account team was able to secure a higher share of voice on terms and publishers with the best performance across key advertiser goals, ultimately exceeding advertiser benchmarks.

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RESULTS

11%

over goal for QPLR

37%

efficiency over CPC target



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