

## Case Study – Banner Ads

### “Targeted Global Oncologists”

**Objective:** To reach physicians in multiple locations with one clearly defined clinical message by using one single digital platform. This is the reason that one of the leading global media buying agencies chose the G-Med platform to deliver such a challenging advertising campaign. G-Med was tasked to deliver a banner campaign targeting oncologists from six countries spanning three continents. The campaign promoted awareness for a novel pancreatic cancer immunotherapy drug and to increase the client’s site traffic.

**Target specialties:** Oncologists in selected countries in the EU, Brazil and Taiwan.

**Project Description:** The banner campaign was launched to the clients targeted oncology audience, segmented by physician geolocation and specialty (oncology) utilizing the spectrum of ad mixture placements on the G-Med platform, including "textual ads" and "in-feed" ads. The in-feed ad option provides the ability that the physician will be most exposed to the ad, as the banners is directly within the flow of the physician’s unique feeds. This assists with visibility, which in turn leads to a higher CTR, which inevitably leads to a higher ROI. The banner also included a CTA button to assist physician engagement with the ad plus to drive traffic to the client’s new website. This campaign utilized 3rd party tags.

**Results** This banner campaign drove high quality traffic to the client's website, in addition to increasing awareness and product traction. The "In feed" banner campaign resulted in a 0.24% CTR, with an overall campaign CTR of 0.14%, an over 250% CTR rate above industry standard.

**About G-Med:** G-Med is the largest global physician-only community, reaching over 1.5 million verified physicians from more than 160 countries in 100+ specialties. Our medical crowdsourcing platform enables physicians from all over the world to talk real-world medicine, collaborate together to solve patient cases, and earn honorarium from surveys and market research.

G-Med’s members connect daily with local and global KOL’s, participate in online educational activities, use peer-to-peer consultations to solve clinical dilemmas and get answers from verified physicians in the relevant specialty. G-Med members use the power of the global medical community to shorten the diagnostic time and improve health care.

G-Med’s business solutions offer a unique digital bridge to connect life science companies and healthcare partners in order to drive physician awareness and gain deep insights about brand perceptions. G-Med is the only true global physician’s community that enables the global life science industry practical and efficient physicians’ engagement solutions that are community- based for their daily challenges that were not available for them before. G-Med is the first and only global physicians’ community to integrate a real-time live video technology to shorten diagnostic time and enhance collaboration between members.

The fact is, that 80% of the clinical dilemmas presented to the community are answered in the first 48-72 hours. That proprietary, one-of-a-kind, synchronized solution is seamlessly integrated into our asynchronized community solutions and allows physicians to share a clinical case, get answers from community members and then continue to solve via live video with one or more physicians that answered their post. G-Med fits its services and site to comply with the most updated regulations, including HIPAA and GDPR.

**G-Med: “Where Physicians Are”**