

Case Study – Banner Ads

“Targeted Rheumatologists”

Objective: To reach physicians in a niche specialty in a singular country on a robust platform. As physicians on G-Med talk about topics relating to their profession from ethical dilemmas, to challenging clinical cases, through treatment options and recommendations for medications, the German media buying team felt comfortable reaching out to G-Med to deliver the campaign. As the available assets were multiple sized banner ads, the client requested multiple placements on the social media type feeds of their targeted physicians. Lastly, due to the specific nature of the campaign, it was important for there to be quick turnaround from the time of the sending of the assets, until the campaign went live.

Target specialties: Rheumatologists in Germany Only

Project Description: The banner campaign went live in under 72 hours after receiving the assets. This was ensured by a fast set up and deployment by the G-Med delivery team. As the clients’ banners had multiple banner sizes, the delivery team was able to maximize its banner impact by combining a huge mix of standard banner ads, as well as G-Med’s unique “in-feed” ads flowing directly in the targeted social media type feeds of German rheumatologists. Since G-Med is able to utilize standard banner ad sizes in a specialty specific "social media type" scrolling feed, they were able to utilize existing creatives, as was no need to for there to be special creatives made for G-Med.

Results: The high-impact fast delivery campaign promoted awareness, as well as a big traffic-driver, with an overall CTR of 0.16%. Additionally, G-Med was able to ensure an 67% SOV (share of voice) on this particular campaign.

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 asynchronous 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”