Native In-Feed Banner Ads: Case Study

"Targeted European Hematologists"

Objective: To reach Hematologists in selected European countries with standard, as well as Native In-Feed banner ads, to deliver a specific clinical message to promote a prescription medicine and increase website traffic.

Target Specialties: Hematologists in Germany, Spain, Italy, Czech Republic, Slovakia, Poland, Hungary, Bulgaria, Romania, Croatia, Slovenia, Sweden.

Project Description: The banner ad campaign was designed to target the desired audience of hematologists in the selected European countries. Aside from the standard IAB sized ads (Leaderboard and MPU), the campaign utilized a Native In-Feed banner ad format, which ensured that the banner ads seamlessly integrated into the physicians' unique feeds, maximizing visibility and engagement. A call-to-action (CTA) button was incorporated into the banner to facilitate physician engagement and drive traffic to the client's website. The campaign employed third-party tags to monitor and optimize performance.

Results: This Native In-Feed banner campaign achieved remarkable success, driving high-quality physician-only traffic to the client's website, significantly increasing awareness and interest in the new medication. The campaign's Native In-feed banner ads achieved a click-through rate (CTR) of 0.41%, thereby increasing the overall campaign CTR from 0.1% to 0.15% in the period of time these different types of banner ads ran side by side, demonstrating the effectiveness of the Native In-Feed banner ad format in capturing hematologists' attention and generating engagement. The campaign's primary objectives of increasing awareness for the new medication and driving traffic to the client's website were successfully accomplished, contributing to enhanced product traction and website engagement.

Conclusion: By adopting a Native In-Feed banner campaign strategy, the media buying agency successfully delivered a targeted clinical message to hematologists across multiple countries and exclusively to physicians. The campaign's high CTR indicates the effectiveness of this approach in capturing physicians' interest and driving traffic to the client's website. The use of the G-Med platform, with its advanced targeting and ad placement options, played a crucial role in the campaign's success.

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.