

Turning Around a Digital Pharma Marketing Campaign

In early 2020, we were engaged to take over all digital marketing activities for a newly-launch brand in the OB-GYN space, using the existing creative platform—and budget. To move the needle, we revised the entire mix, including launching an ambitious influencer and social media campaign designed to create both disease-state and brand awareness in the patient audience. This was combined with a national savings card campaign targeted at HCP to promote trial and brand use. We also tightened audience targeting in the Search Campaign to improve conversions, while launching an expanded programmatic campaign to build awareness and drive price efficiencies. All in the midst of the COVID-19 pandemic, which, of course, hindered personal promotional efforts, and had everyone on both the agency and client side working from home. Nevertheless, the modified campaign continues to deliver impressive metrics.

DSA Campaign Highlights

Sponsored DSA Awareness Posts **outstanding 3.23%** click-through rate.



Increased DSA site traffic by nearly

200%

4 million impressions in the run up to quarantine

DTC Campaign Highlights

35 million social media impressions

Search campaign **conversion rate 77%** above benchmark

Reduced cost-per-copay-redemption by

80%



HCP Campaign Highlights

Exceeded Exceeded paid search conversion rate benchmark



6-fold display click-through rate increase

Reduced CPM of display advertising by over

85%

bfw didn't just deliver great digital performance.

We performed all the tasks that three separate agencies had been tasked with doing before 2020. We produced an innovative IVA, developed evocative creative for traditional campaigns, ran search engine optimization for all three websites, created monthly progress reports, and effectively scaled all campaigns to meet changing budgets.