



Case Study: Omnichannel campaign for medical research increasing CTR by 20%

About

CENTRICIA is an agency working with medical research companies to help recruit participants to join clinical trials.*

Challenge

The agency's client was recruiting participants for clinical trials in two specific therapeutic areas. The main objective for this campaign was to increase the amount of form fills on the website.

To an extent, this was an awareness campaign aimed to find people wishing to learn more about the trials.

Solution

BidMind and CENTRICIA developed a strategy to narrowly target people through key advertising channels that fit the research requirements. With the help of our data partners, we segmented and chose the most relevant audience. We also set up 19 geofence locations to further increase the ad campaign effectiveness.

The campaign ran with CTV, Audio, Display, and Native ads for mobile web and apps.

Results

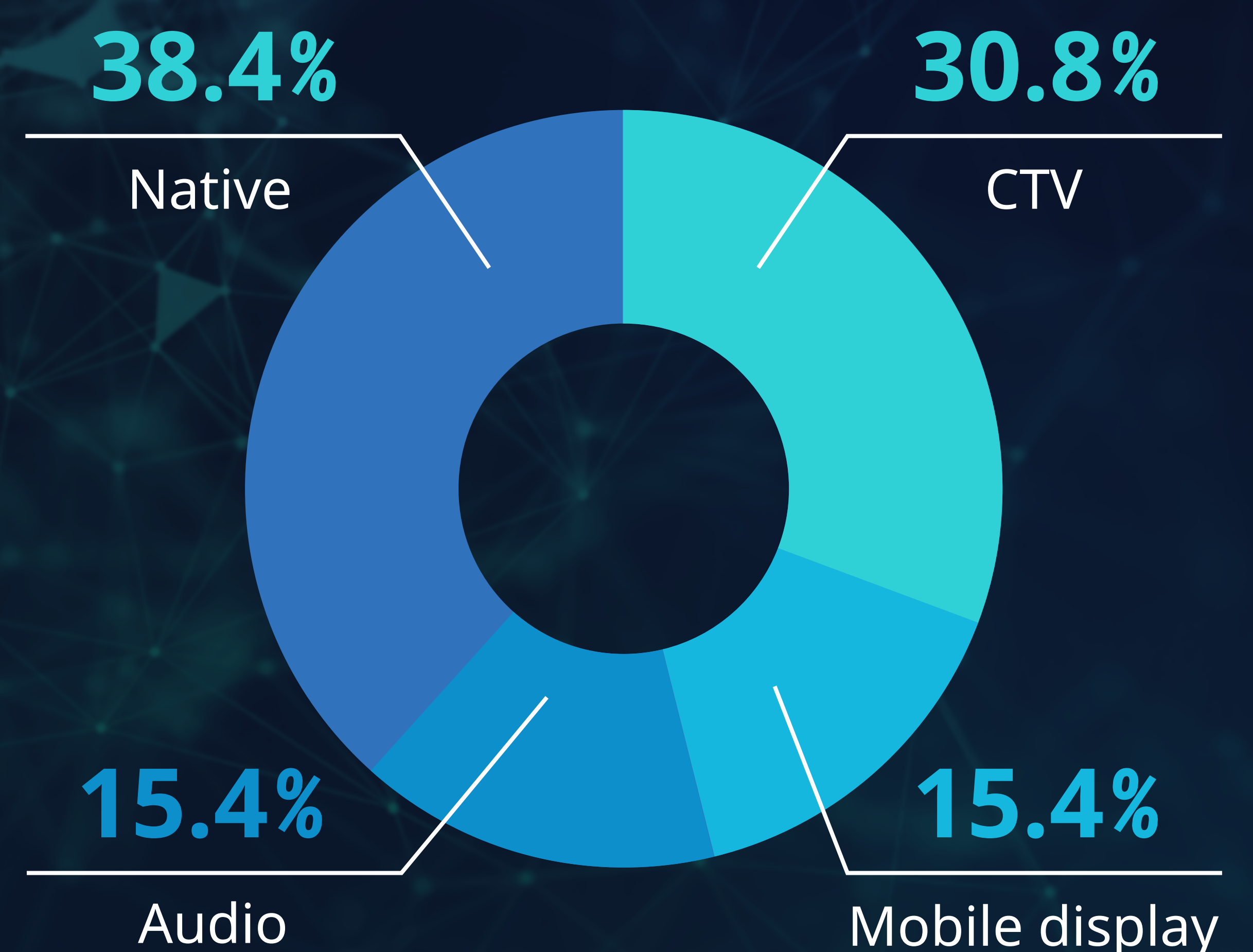
The campaign gained 579K impressions overall. We saw week-over-week increases in impressions and clicks to the landing pages, with a CTR increase of 20% in comparison with other marketing activities related to the trials in question.

The medical research site team noted a "noticeable lift" in form fills during the campaign run.

Goal

Bring the audience interested in clinical trials participation to the client's website.

* The ad campaign went through several approval processes set forth by the Institutional Review Board (IRB). The receipt of IRB's approval was ensured by CENTRICIA.



Advertising channel ratio

570k+

Overall impressions