

ADVANCED
CONTEXTUAL



PHARMA & HEALTHCARE CASE STUDIES

- Health Insurance Benefits Exchange
- Hospital Network Virtual Urgent Care
- Medical Center
- Menopause Drug
- Type 2 Diabetes
- Ulcerative Colitis

HEALTH INSURANCE BENEFITS EXCHANGE CASE STUDY TOP PERFORMER FOR STATE INSURANCE MARKETPLACE



OBJECTIVE

State health insurance marketplace wanted to drive awareness of their special enrollment period to eligible residents.

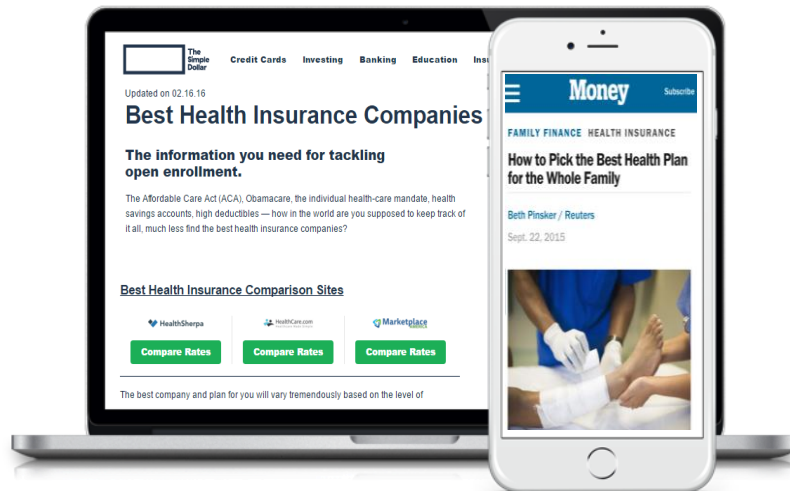
STRATEGY

Beginning with ideal pages, we used our proprietary discovery platform to find additional pages and sites to reach people seeking healthcare coverage opportunities.

We produced custom Content Targets™ around health insurance and qualifying life events for coverage; connecting ideal consumers with the brand's message at the right moment.

RESULTS

Successfully optimized to become the top-performing partner, achieving an overall 0.09% lead conversion rate.



0.13%
DELIVERED
CLICK THROUGH RATE

0.09%
DELIVERED
LEAD CONVERSION RATE

HOSPITAL NETWORK VIRTUAL URGENT CARE CASE STUDY USING ADVANCED CONTEXTUAL'S DATA ON SOCIAL MEDIA TO ACHIEVE COST-PER GOALS



OBJECTIVE

The Brand, a major hospital network, wanted to increase awareness of their virtual urgent care services reaching digital health seekers during the start of the pandemic.

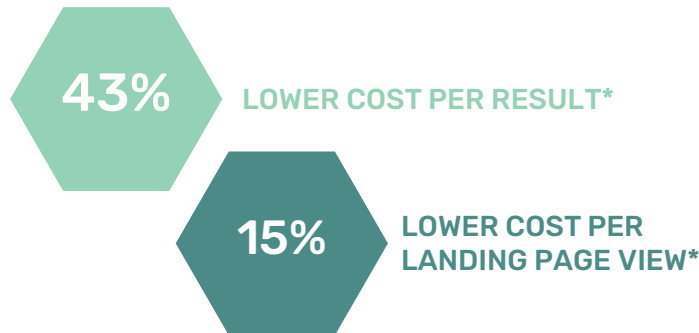
STRATEGY

- 1) Advanced Contextual created custom segments around: "Virtual Urgent Care," "Urgent Care," "Health Insurance," "Body Pain & Injury," "Cold/Flu Symptoms," "Therapy," "Busy Professionals," and "Healthy Lifestyle"
- 2) Advanced Contextual exported these custom segments to Facebook
- 3) Brand used Advanced Contextual segments to reach their target audience on social media to drive results

RESULTS

Compared to Facebook's native Healthcare Interest Targeting, Advanced Contextual's custom segments exceeded performance across all KPIs. Advanced Contextual's cost per result was 43% lower than Facebook's Interest Targeting and Advanced Contextual's cost per landing page view was 15% lower than Facebook's Interest Targeting.

By using Advanced Contextual's custom segments on social media, the Brand successfully reached their target audience and continues to use our segments across multiple lines of business on Facebook.



**compared to Facebook's available native interest targeting*

MEDICAL CENTER CASE STUDY

USING ADVANCED CONTEXTUAL SEGMENTS ON SOCIAL MEDIA TO DRIVE SITE TRAFFIC & APP DOWNLOADS



OBJECTIVE

Major regional medical center wanted to drive site traffic and app downloads for their various medical services.

STRATEGY

Advanced Contextual creates custom targeting segments using seed URLs that match the target audience's intent. With limited interest targeting options available on social media platforms, the client turned to Advanced Contextual to create segments to reach their ideal audiences on Facebook.

We've created a large number of segments to target a wide variety of potential patients & services offered by the medical center. Our segments have been created for the client's services which include: digital health application, cancer treatment centers, virtual urgent care services, and information on the coronavirus outbreak, treatment, & prevention. As an example, the following custom Advanced Contextual segments have driven campaign success for the client's digital health initiative.

RESULTS

The client continues to run successful Facebook campaigns using Advanced Contextual's custom segments to drive their targeting. This satisfied medical center client continues to expand our partnership with multiple lines of business to achieve goals for their various initiatives.



1. Virtual Urgent Care: **4.8MM Facebook Users**
2. Urgent Care: **8.4MM Facebook Users**
3. Health Insurance: **12MM Facebook Users**
4. Consumer Tech: **34MM Facebook Users**
5. Therapy: **22MM Facebook Users**
6. Healthy Lifestyle: **43MM Facebook Users**
7. Busy Professionals: **9.5MM Facebook Users**

MENOPAUSE DRUG CASE STUDY

ALIGNING WITH SPECIFIC MENOPAUSE CONTENT TO REACH MEDICAL PROFESSIONALS

ADVANCED
CONTEXTUAL



OBJECTIVE

Global pharmaceutical company wanted to increase awareness of their prescription menopause drug by reaching professional care providers, obstetricians, and gynecologists.

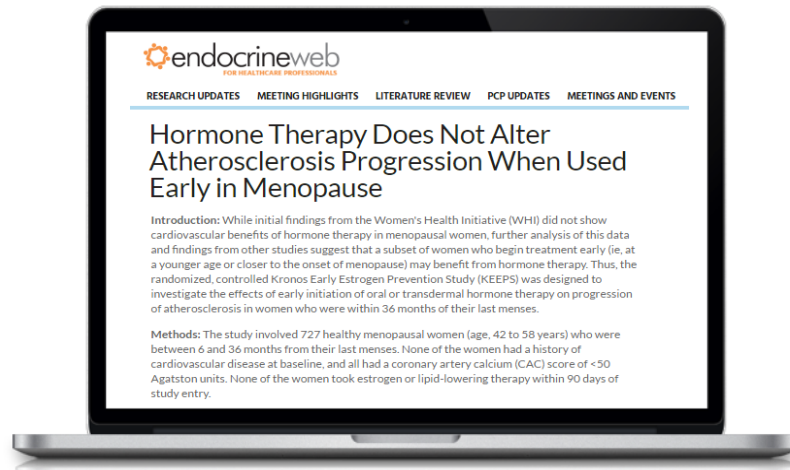
STRATEGY

Using relevant articles, our proprietary discovery platform found additional pages and sites to connect with doctors and prescribers treating patients with menopause.

Our team built custom Content Targets™ around the menopause drug, its competitors, and current news for medical professionals; placing the pharmaceutical company's message in relevant environments.

RESULTS

The ability to align with specific menopause content that healthcare practitioners were consuming resulted in a successful campaign with an average 0.11% CTR.



0.11%

AVERAGE CTR
DELIVERED

TYPE 2 DIABETES CASE STUDY

EFFICIENTLY ENGAGED TYPE 2 DIABETES PATIENTS THROUGH RELEVANT CONTENT



OBJECTIVE

Major pharmaceutical company wanted to promote their prescription Type 2 Diabetes drug by driving landing page visits and site engagement.

STRATEGY

We used relevant articles in our proprietary discovery platform to identify ideal pages, sites, and new consumers beyond existing audience segments; reaching mindsets of Type 2 Diabetes patients seeking medication to lower blood sugar levels.

The strategy team created custom Content Targets™ that included health, diet, and lifestyle content; connecting the brand's message with ideal consumers in relevant environments.

RESULTS

Successfully converted 0.93% of impressions to landing page visits and drove \$30 cost per engaged visitor*, achieving client satisfaction and repeat business.

*KPI: Landing page plus three



\$98

COST PER
ENGAGED VISITOR
CLIENT BENCHMARK

\$30

COST PER ENGAGED
VISITOR
DELIVERED

2.25X

BETTER THAN
CLIENT BENCHMARK

ULCERATIVE COLITIS CASE STUDY

EFFICIENT PERFORMANCE POWERED BY CONTENT



OBJECTIVE

Major pharmaceutical company sought to drive and engage ulcerative colitis patients and caregivers to their site.

STRATEGY

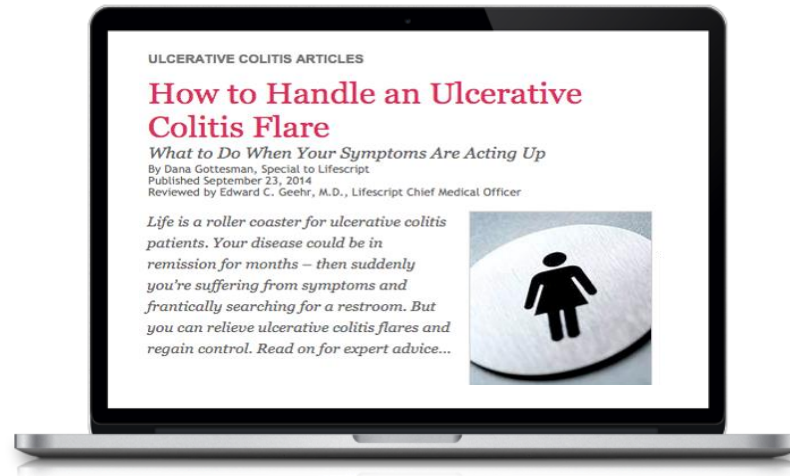
Starting with ideal pages, our proprietary platform found similar pages and sites to reach people interested in learning about prescription medications for ulcerative colitis.

We created custom Content Targets™ about the client's drug, its competitors, and relevant ulcerative colitis content; connecting the brand to environments where their message resonated best.

RESULTS

Delivered cost-effective results, achieving \$22 cost per engagement, less than 25% of the client's target KPI* of \$98 CPE (cost per engaged visitor).

*KPI: landing page plus two



\$98

CPE
CLIENT BENCHMARK

\$22

CPE
DELIVERED

4X

BETTER THAN
CLIENT BENCHMARK