



## Case Study

# Getting life-changing technology into the right hands

Can advertising save lives? This India-based agency and its healthcare client believe it can by reaching precisely the right audience with a life-changing message.

### Industry

Healthcare

### Challenge

Reach & engage qualified audience of professionals with new life-saving product

### Lotame Solutions

- Lotame Data Concierge

### Results

- Reached 276k healthcare professionals & 500k business decision makers
- 35% Video Completion Rate (VCR)
- 0.94% average display Click-Through Rate (CTR)

### Client

This global healthcare leader considers innovation as core to what they do, including the life-changing technologies they bring to market in areas such as cardiovascular health. In partnership with its programmatic agency, the client sought to build perception as an innovator shaping the future of healthcare with its lifesaving technology. Its target audience included doctors, hospital leaders, leading pharmacists, and business leaders.

## Solution

When it comes to health choices, the consumer's source of influence rests with either peers or doctors, but key opinion leaders or business evangelists also have sway. The data-driven agency planned to drive reach among these audiences in order to catapult the company's reputation as a leader in healthcare.

Finding these precise audiences would require a custom approach versus off-the-shelf, mass reach segments. The agency knew it couldn't reach Fortune 500 CEOs on Google, and LinkedIn had closed up shop in India making it impossible to reach a professional business audience.

Enter Lotame Data Concierge. Lotame's experienced data solutions team understood the discrete challenges in front of the agency and its client in 1) engaging multiple stakeholders especially hard-to-reach medical professional audiences and 2) driving incremental reach to make an impact.

## Results

A highly custom audience requires an equally custom approach. Drawing on Lotame Data Exchange's 720MM B2B uniques, the Lotame team created relevant audience segments — Doctors, Hospital Leaders, and Business Decision Makers — with the ability to scale across the agency's sophisticated video and later display strategy. Lotame's pre-vetted data partnerships with B2B vendors saved the agency considerable time, effort and expense in finding and evaluating the quality, provenance and recency of the data.

The Lotame team worked in close partnership with the agency every step of the way, given their laser focus on audience precision to reduce media waste and spillage.

As a result, Lotame overdelivered on the agency's core metrics of engagement and reach, while providing top-notch customer service. Compared to two other data providers, Lotame Data Concierge connected the client's life-saving message precisely with the right people who have influence in healthcare.



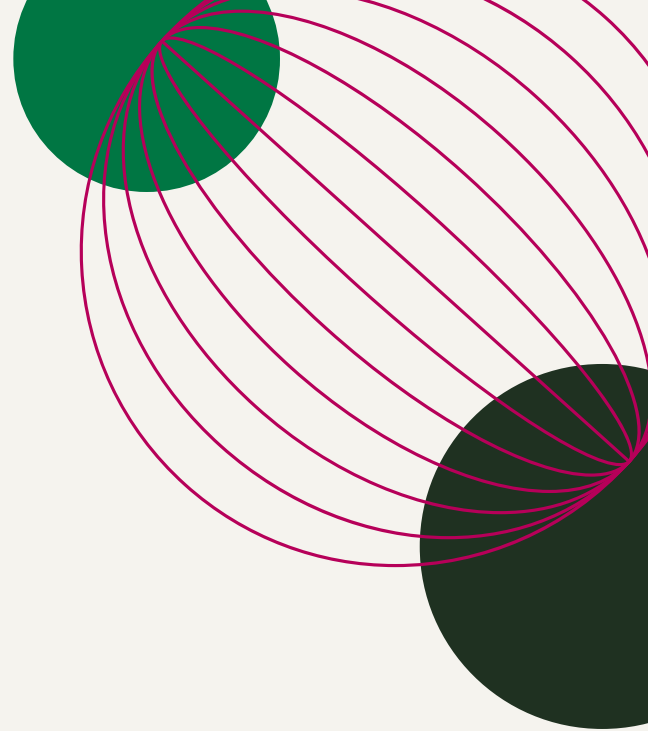
Reached **276,000** healthcare professionals & **500,000** business decision makers



**0.94%** Avg. CTR for video display



**35%** VCR



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