

Case Study

Pharmaceutical Company Targets Doctors and Low CPA With Diamond Media Solutions

Overview

A pharmaceutical company was looking to promote a drug for treating a common eye condition. It enlisted the help of Diamond Media Solutions to more precisely target its primary audience of optometrists and ophthalmologists, with the goal of achieving a \$100 CPA.

\$12.68
CPA
Campaign
Result

0.18%
CTR
Campaign
Result

Solution

The Diamond Media Solutions team developed a comprehensive strategy of Search Retargeting at the keyword level and Geo-Fencing, with custom-shaped target fences drawn around doctors' offices. With quick learning from the campaign launch, our multivariate algorithms made mid-flight optimizations to improve performance, including fine-tuning keywords and shifting budgets to the highest-performing keywords and tactics. Without mobile ad sizes, users who entered a target fence received ads on their desktops using cross-device matching.

Results

With approximately two months remaining in the four-month campaign, Diamond Media Solutions has been able to deliver a CPA of \$12.68, vastly exceeding the client's initial goal of a \$100 CPA. Further, the Geo-Fencing desktop ads have achieved a 0.18% CTR, doubling the industry's average CTR of 0.08 - 0.10%.

