

Finding New Leads

CASE STUDY

Despite being a well-established treatment for Type 1 Diabetes (T1D), insulin pump use remains low, with only 10% of Canada's 300,000 diabetes patients using the technology. The client aimed to raise awareness of their insulin pump, which offers a unique value proposition for active adults and children with T1D, to a target audience that may not be aware of the option.

STRATEGY

Given the specific target audience, Postmedia crafted a focused digital strategy to reach individuals who could benefit most from the insulin pump. The campaign combined multiple tactics, including programmatic display ads, social media, and content, to engage users at various stages of the decision-making process. Continuous optimization was implemented to improve key metrics, such as cost-per-lead (CPL) and cost-per-acquisition (CPA) and ensure maximum efficiency.

Programmatic Display

- Tested multiple creative variations to highlight the product's unique benefits.
- Used audience targeting strategies like Google audience segments and search keyword targeting to find potential leads.
- Improved click through rate (CTR) and cost-per-click (CPC) for higher engagement.

Social Display

- Built custom audiences based on location, demographic profile, and user interest.
- Leveraged engagement points to reduce CPL.

Content

- Served content stories to readers who clicked on a social display ad, nurturing their interest and increasing conversion potential.

Search

- Targeted branded keywords and relevant search terms, such as "multiple daily injections" to reach individuals actively searching for solutions.



RESULTS

This integrated campaign led to a 202% increase in overall leads and 24% reduction in cost per lead, significantly outperforming the previous year's paid search-only efforts. The campaign also delivered a cost per lead that was 54% below the corporate target, highlighting the effectiveness of the multi-channel approach in reaching and engaging the target audience efficiently.

202%

INCREASE IN OVERALL
LEADS

-24%

REDUCTION IN COST PER LEAD

-54%

COST PER LEAD AVERAGE
BELOW CORPORATE TARGET