

# Reaching HCPs/Industry

## CASE STUDY

A medical diagnostic client wanted to raise awareness among business decision-makers, healthcare professionals, and frontline workers about the importance of antibody testing in response to Covid-19. Their goal was to highlight antibody testing as a key element in helping governments and businesses manage the pandemic more effectively.



## STRATEGY

Working closely with the client, the Healthing team at Postmedia created a targeted sponsored content campaign and audience-building strategies, which included:

- 2-part Sponsored Content piece hosted on the National Post
- 1 story in print – National Post
- Native ads on Postmedia Network in News, Health and Life categories
- Social Media amplification – Facebook
  - Segment targets: Healthcare workers, frontline workers, hospitality/public sector, health/wellness interests, pharmaceutical industry
- Digital Display advertising campaign with clickthrough to a custom landing page and call-to-action created in collaboration with the client. The information microsite included:
  - 101 explainer of antibody testing
  - Benefits of antibody testing
  - Impacts of antibody on policy decisions, return-to-work strategies and protective measures
  - Call to action – speak to your healthcare provider

## RESULTS

Both stories had a strong impact on those in the healthcare industry. Story 2 became Postmedia's top-performing story in terms of social engagement and cost per page view. Social engagement was exceptionally high, with nearly 12% of readers sharing the story, and a large number of comments came from nurses. The engagement rate for Story 2 stayed above 92%, showing a clear and strong interest in the content.

**31.4K+**

PAGE VIEWS ON 2  
SPONSORED ARTICLES  
32x industry benchmark 1k

**0.41%**

DIGITAL CTR  
4.6x industry benchmark 0.09%

**9.04%**

FACEBOOK ENGAGEMENTS  
9.05x industry benchmark 1.0%

**4.2 min**

TIME SPENT  
2x industry benchmark 2.2 min

**0.97%**

NATIVE CTR  
1.6x industry benchmark 0.6%

**1.2M**

PRINT READERSHIP