

WEB BEHAVIOUR SPECIALISTS

#### CASE STUDY: MEDTRONIC

# 236% Increase in Conversions

Multichannel campaign across 6 countries to promote insulin pump system

### Medtronic

# Medtronic



No 1 world-wide in Diabetes medical equipment

Medtronic Diabetes was founded in the 1980s and for 30 years has led the technology revolution in diabetes care, as well as supporting patients with information and tools.



## Medtronic

# **The Challenge**



Build product awareness and generate leads through the website

#### **Product awareness**

Medtronic wanted to raise product awareness for the MiniMed insulin pump system with technology that automatically adjusts insulin delivery every 5 minutes.

#### **Target audience**

Medtronic wanted to build product awareness amongst diabetic patients and generate leads/conversions through the website. They also wanted a global targeting strategy for each digital channel.

### Limited budget

Due to budget restrictions, they wanted to understand the impact different channels would have across different countries and how to spread the budget in the most efficient way.



# **The Solution**



Multichannel campaign focused on increasing awareness and brining conversions/leads



### **Design & Strategy**

WBS analysed the target audience and their media consumption in each country to identify the best channels for advertising. WBS prepared a multichannel digital marketing strategy for all countries with performance estimates and the most efficient budget allocation between countries and channels to reach set objectives.



### Plan & management

A detailed plan had been put in place to effectively reach Medtronic's target audience across channels: Paid Search, Display, YouTube and Facebook/Instagram.

WBS have been running digital marketing activities for a few months now. We monitor and optimise campaigns daily to bring the best results. Creatives, content and target audiences are being tested regularly to maximise results.



WBS implemented Google Analytics tracking across all sites to ensure that conversions would be tracked and attributed correctly. Conversions include lead forms, video views, social media follows, etc.

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# The Results



### Product awareness with multichannel digital campaign

All digital channels are bringing great visibility amongst Medtronic's target audience in all countries - we've reached 375% more people than what was set as a target. All channels are bringing not only product awareness (almost 80% of new users coming to the website), but also a high number of conversions. Thanks to optimisation, CTR increased by 338% and avg. CPC decreased by

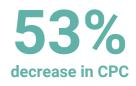
53%, meaning that we delivered more clicks and conversions to the website within the given budget.

We have regular, weekly calls with the global team to update on results and discuss performance. Due to the success of the campaigns, WBS will now launch campaigns in 4 additional countries.

reach vs. target



increase in CTR



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# **The Testimonial**



WBS has supported Medtronic in various facets of digital marketing, including the development of a digital marketing strategy, implementing a content strategy, SEO on-site optimisation, and implementing web analytics.

The WBS team have an exceptional level of digital knowledge and much relevant experience within our healthcare industry. They are proactive, dedicated and very responsive, and always deliver on-time, also with very tight deadlines.

I rely upon their expertise and I know I can depend on them.



Digital Project Manager | Aurelia Sage

### Medtronic

# About WBS



### Driving business performance

We are a team of multilingual digital marketers offering a wide range of digital marketing services tailor made for your business. We help our clients meet their digital challenges & we take pride in forming lasting relationships with them. We are all about numbers and results. Here are the most important ones about us:

53 **Running campaigns** in 53 countries

100k 100%

100k conversions each year for our clients

Google certified team

12 We speak 12 languages

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## Get in touch to discuss your digital marketing needs

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