



WEB
BEHAVIOUR
SPECIALISTS

CASE STUDY: MEDTRONIC

236% Increase in Conversions

Multichannel campaign across 6 countries
to promote insulin pump system

Medtronic

WBS X 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.

Product

MiniMed insulin pump
system

Objectives

Product awareness and
lead generation

Website conversions

Lead form, social media
follow, video views,
interactions with
landing page

Campaign details

6 countries
12 months
Multichannel approach



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

1

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.

2

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.

3

Measurement

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.



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.

375%

reach vs. target

236%

conversions uplift

338%

increase in CTR

53%

decrease in CPC



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



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

**100k conversions each
year for our clients**

100%

**Google
certified team**

12

**We speak 12
languages**



Get in touch to discuss your digital marketing needs

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