



WEB
BEHAVIOUR
SPECIALISTS

CASE STUDY: CITELINE

Digital marketing campaign for Healthcare Professionals



WBS X Citeline



Citeline

Citeline is the leading provider of drug, device, company, clinical trial and market intelligence in the pharmaceutical and medtech markets.

Product

Clinical trial recruitment
for MAC Lung Infection

Objective

Generate 50 leads
among Healthcare
Professionals

Target audience

Healthcare Professionals

Location

USA, UK & Australia



The Challenge

Generate 50 leads among Healthcare Professionals

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Objective

Citeline offers a platform for clinical trial recruitment for patients. We support them with digital marketing campaigns focused on recruiting patients for specific clinical trials. One of the latest projects we ran with them had a different objective – they wanted to raise awareness amongst HCPs about an upcoming clinical trial for patients with MAC lung infection.

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Leads generation

The main objective of the campaign was to generate 50 leads (HCPs) who will then support the client with the patient recruitment for the clinical trial. As clinical trial recruitment is highly regulated by digital marketing platforms, the campaign focused on the following locations: USA, UK and Australia.



The Solution

Digital marketing strategy focused on lead generation

Strategy

We started from designing the digital marketing strategy, keeping the 50 leads objective as the main goal for the campaign. We analysed different digital marketing platforms which allow clinical trial recruitment advertising and we decided to focus on Google, LinkedIn, and Facebook campaigns.

Digital channels

The Facebook campaign was an unusual choice for this type of the campaign. However, due to good targeting options (we created a lookalike audience based on the customer list the client shared with us), the expected results of the campaign were very promising.

For Google, we decided to focus on a Performance Max campaign, a goal-based, AI powered campaign type that allows advertisers to access ad channels and inventory from a single campaign. This type of campaign experiences an average of 18% more conversions than typical Google search campaigns. As mentioned above, the Facebook campaign focused on the lookalike audience. On the other hand, for a LinkedIn campaign we build the ABM campaign narrowed down by the most relevant job titles.



The Results

120 leads generated among Healthcare Professionals

The campaign ran for 3 months, and the results exceeded our expectations. As the Google Performance Max campaign performed really well from the beginning of the campaign, we assigned 60% of the budget towards this channel, with the remaining 40% of the budget split between Facebook and LinkedIn.

We generated 120 leads, with 50% of them coming from Google, 30% from Facebook, and 20% from LinkedIn. We achieved a CPA of \$1125, 40% lower than expected and set as a benchmark before starting the campaign.

120

leads

\$1125

CPA

CPA **40%**

lower vs. benchmark



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



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