

VARICK

Engaging Healthcare and Pharma Professionals

With healthcare digital ad spend set to exceed \$3 billion in 2019¹, its time to scale your results further with Varick.

A Healthier Approach to Programmatic

With over 120 fields of medicine now in practice², engaging healthcare professionals (HCPs) effectively is more challenging than ever. Varick streamlines your digital activation to reach the right audiences with engaging content. Our full-funnel, programmatic approach is tailored to drive consideration for your brand at scale.

¹Source: eMarketer, 2018, ²Source: eConsultancy/Adobe, 2018
²Source: Association of American Medical Colleges, 2018

Diagnosing Audience Insights

The diverse nature of healthcare and pharmaceutical fields ensures a large variance in media habits, demographics, and content preferences.

Varick uncovers notable insights of your targeted audiences to empower campaign performance and content creation which resonates with specific healthcare and pharma professionals.



Take Your Digital Activation to New Heights



Data Driven Targeting • Inject 1st party CRM data into your campaign to hone your delivery to new, or returning HCP and pharma audiences.



Brand Safe Delivery • Prescribe ad fraud protection for your campaign and ensure compliant delivery with Varick's quality code solution.



Transparent Reporting • Monitor real-time campaign performance and ROI with Varick's proprietary campaign management platform, Alveo.

See how Varick is driving Healthcare and Pharma results on the next page

Campaign Overview

A global pharmaceuticals brand partnered with Varick to reach relevant healthcare and pharma professionals in specified markets.

KPI: Drive Awareness for B2B pharmaceutical solutions in various international markets

Data Driven Activation

A cross-device strategy was utilized to reach healthcare & pharma professionals with specified titles at major industry bodies. 1st and 3rd party data integration powered the campaign's granular targeting efforts.



Location Based Activation • Geofenced the offices of specified healthcare and pharmaceutical companies, as well as key industry events to engage relevant audiences.



Timed Delivery • Dayparted delivery to reach professional audiences during working hours, when healthcare and pharma topics were at top of mind.



HCP Audience Targeting • Integrated 1st Party CRM data to target past customers, and develop custom audience segments to power campaign retargeting efforts.

Results and Insights

7.6x

CTR above client goal through mobile geofencing.

10x

lower CPA than client's campaign goal.

75%

of conversions driven by data driven audience buying.

Reach Out to bizdev@varick.co to Amplify Your Healthcare and Pharma Efforts With Varick