

How did a pharmaceutical company use digital advertising to find asthma sufferers in highly populated areas?

Goal

Drive women with ages 25–54 with asthma to download a prescription savings card and join a patient program.

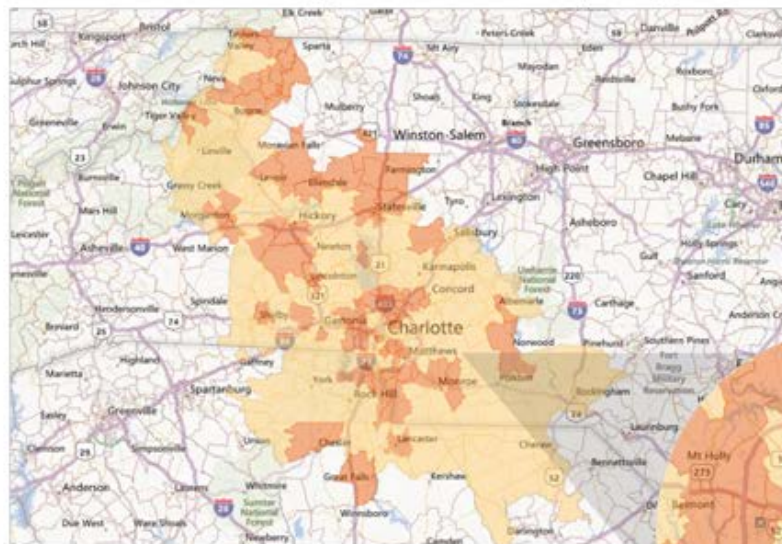
Strategy

MaxPoint implemented its proprietary interest targeting to identify neighborhoods that not only fit the target profile but also showed interest in asthma and related topics.

Results

The campaign's CTR doubled after incorporating interest targeting, and the pharmaceutical client renewed the campaign at three times its original budget. With MaxPoint, 74% waste was eliminated.

Charlotte Targeted Campaign



- Traditional DMA Targeting
- MaxPoint Neighborhood Targeting

