

CAMPAIGN DESCRIPTION

This campaign was sent out to a preselected target group to inform them about the Tremfya launch in dermatology.



CAMPAIGN DETAILS

Country	BELGIUM	Type (Internal/External)	EXTERNAL YES	
Language version	DUTCH/FRENCH	Multistep campaign		
CVT	DERMATOLOGY	Dynamic content	YES	
Brand	TREMFYA	Segment	- Sabine lecomte TC1-5, A B BENL	

- Christa Steurs TC1-5, A B BENL

- Sophie di Paolo TC1-5, A B BEFR - Anne Sophie Coune TC1-5, A B BEFR



THE FINAL ASSETS



□ Subject:

Tremfya® terugbetaald per 1 juli 2018.

□ Preheader:

Superieure skin clearance moet de tand des tijds doorstaan

□ Zinc number:

PHBE/TREMF/0618/0005

TAKE A LOOK



□ Subject:

Tremfya® remboursé à partir du 1 er juillet 2018.

□ Preheader:

Un blanchiment supérieur qui se maintient au cours du temps

□ Zinc number:

PHBE/TREMF/0618/0005

C TAKE A LOOK



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CD TAKE A LOOK



CAMPAIGN RESULTS - GENERAL KPI

	# E-mails	Unique opens	e opens	l	Jnique clic	ks	Bounces
	10/1			Clicks	сто	СТЅ	
HBE EM dematologie Launch Christina Steurs	yX ((X) (Y)		70/2017		
Tremfya -BENL PHBE/TTREMF/0618/0005	157	58	37.66%	2	3.45%	1.30%	3 1.91%
HBE EM dematologie Launch Sabine Lecomp-	North y		- / \				
e-Tremfya -BENL PHBE/TTREMF/0618/0005	152	67	44.08%	7	10.45%	4.61%	3 1.91%
HBE EM dematologie Launch Anne Sophie Cou-	7 A. A				1,7 - 7	N W	
e-Tremfya -BEFR PHBE/TTREMF/0618/0005	121	45	38.14%	4	8.89%	3.39%	3 2.48%
HBE EM dematologie Launch Sophie di Paolo-Trem-	100/		V N		: // //		
ra -BEFR PHBE/TTREMF/0618/0005	100	34	34.34%	4	11.76%	4.04%	1.00%
Total	530	204	36.58%	17	8.64%	3.34%	7 1.82%

BENCHMARK INTERNAL JAN BENE CAMPAIGNS 2018

35.58%

16.79%

7.01%

1.42%



PERFORMANCE FOR THIS NEWSLETTER



4 MOET NOG INGEVULD WORDEN