



Your diabetes, illuminated

**Contour<sup>®</sup>**  
**next ONE<sup>™</sup>**  
Blood Glucose  
Monitoring System

CASE STUDY

# LAUNCH OF AN INNOVATIVE DIABETES MONITORING SYSTEM

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Empowering Better Diabetes Management Through Seamless  
Technology Integration

Your diabetes, illuminated

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## A MULTI-PHASE MARKETING SUCCESS

# INTRODUCTION

A renowned diabetes care company introduced a groundbreaking blood glucose monitoring system, transforming how people with diabetes manage their condition. This campaign targeted individuals living

with diabetes and healthcare professionals, offering a seamless, connected solution that combined an advanced glucose meter with a mobile app to simplify data logging and improve disease management.

# CAMPAIGN OBJECTIVES

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01.

**Raise Awareness:** Announce the new system as a cutting-edge solution in diabetes care

02.

**Drive Engagement:** Encourage registrations for a free meter, highlighting accuracy, ease of use, and app connectivity.

02.

**Foster Long-term Adoption:** Promote app downloads and encourage continued use of the connected platform.

## TARGET AUDIENCE

CONNECTING WITH THOSE WHO MATTER MOST



### PRIMARY AUDIENCE

People with diabetes, particularly adults aged 35–54, who represented the most engaged group.



### SECONDARY AUDIENCE

Healthcare professionals interested in tools to simplify patient data sharing and improve diabetes management.

# CAMPAIGN OVERVIEW

## PHASE 1: LAUNCH (DRIVING REGISTRATIONS AND ENGAGEMENT)

**OBJECTIVE: BUILD ANTICIPATION AND DRIVE PRE-REGISTRATIONS FOR THE NEW METER.**

Key Activities:

### 1. Native Article:

A well-placed article on a popular Irish news platform surpassed its engagement goals and drove substantial meter requests, with an impressive conversion rate.

### 2. Facebook Ads:

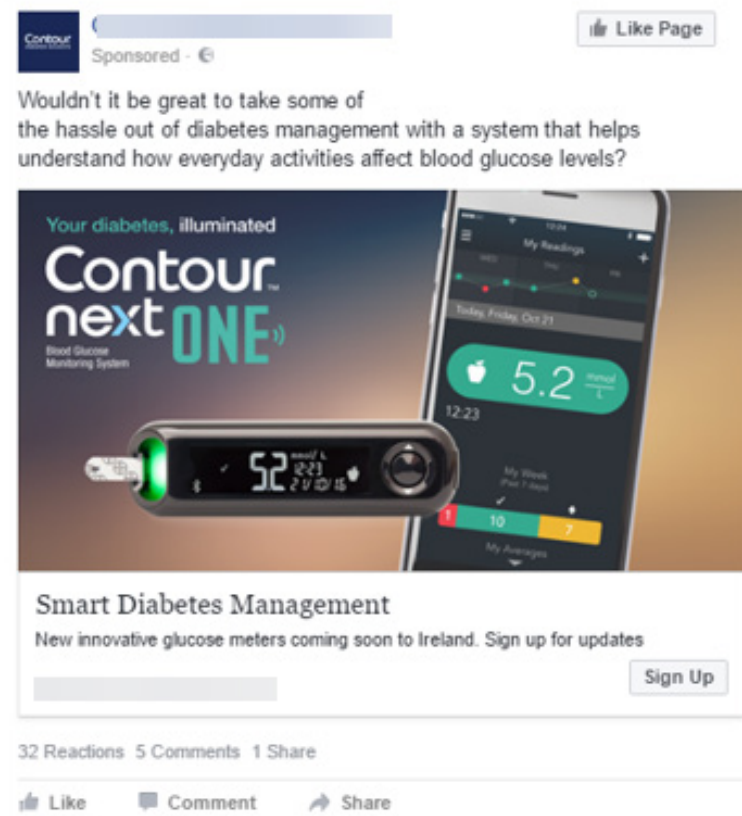
Leveraged creative themes like 'Change is Good' to highlight innovation, delivering strong engagement and conversion rates.

### 3. Google Ads:

Search campaigns focusing on action-oriented messages like 'Get the Free Meter' outperformed generic ads, achieving click-through rates above industry benchmarks.

### 4. Influencer Outreach:

Collaborated with diabetes bloggers who reviewed the product and shared their experiences, significantly amplifying credibility and reach.



## RESULTS

### ENGAGEMENT

The launch phase achieved impressive website engagement and a high number of meter requests.

### CONVERSIONS

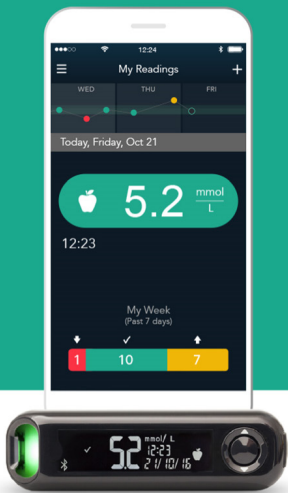
Conversion rates were notably higher among men and individuals aged 35–54.

# CAMPAIGN OVERVIEW

## PHASE 2: POST-LAUNCH (RETENTION AND LONG-TERM ENGAGEMENT)



Join the future of diabetes management with your free smart meter



## RESULTS

### APP DOWNLOADS

A substantial number of users clicked to download the app from major app stores, demonstrating strong interest in the integrated platform.

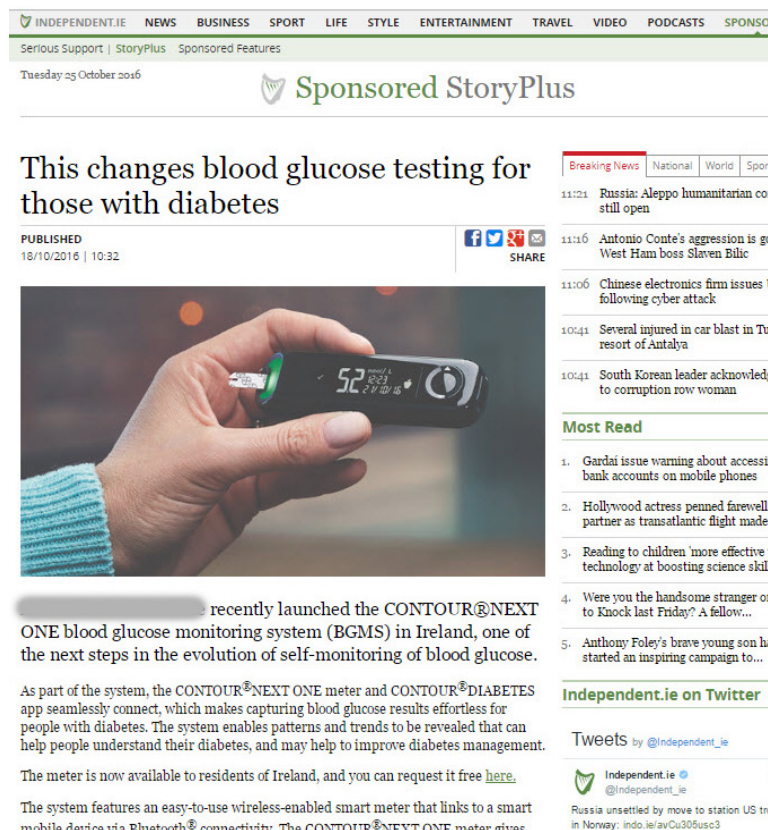
### OBJECTIVE: EMPHASIZE PRODUCT INNOVATION AND GENERATE FREE METER REQUESTS.

#### 1. Remarketing Campaigns:

Ads targeted visitors who had interacted with the website and app, reinforcing the system's benefits.

#### 2. Follow-up Emails:

Highlighted app features and encouraged ongoing use, achieving excellent engagement rates.



# CREATIVE MESSAGING AND ENGAGEMENT

## 01.

### Core Messages:

- Simplifying diabetes management.
- Accurate results with less waste, supported by advanced sampling features.
- Seamless connection to a mobile app that provides actionable insights.

## 02.

### Engaging Visuals:

- Ads used relatable imagery and themes, such as 'Remember when your music collection needed a shelf?' to resonate with tech-savvy users.

## 02.

### Video Marketing:

- Videos showcasing the system's features achieved high engagement, with a significant portion of viewers watching to completion.

## PERFORMANCE



### IMPRESSIONS

The campaign delivered millions of impressions across pre-launch and launch phases.



### ENGAGEMENT

Click-through rates for ads exceeded industry averages, particularly for social media and search campaigns.

# IMPACT AND RESULTS

## IMPACTFUL RESULTS THROUGH STRATEGIC MARKETING

This campaign effectively introduced an innovative diabetes monitoring system, leveraging a well-planned multi-phase strategy. By combining targeted digital advertising, influencer collaborations, and compelling storytelling, the campaign

successfully engaged the target audience, driving awareness, registrations, and long-term user engagement. This case study highlights the importance of integrating innovation with a customer-centric marketing approach to achieve impactful results.

### WEBSITE ENGAGEMENT

Traffic exceeded projections, with a significant number of users visiting during both pre-launch and launch phases.

### REGISTRATIONS AND REQUESTS

A strong volume of free meter requests was generated, many of which attributed to native advertising, Facebook ads and organic traffic.

### APP ENGAGEMENT

App download clicks demonstrated sustained interest, driven by targeted email and remarketing efforts.