

Wiley Corporate Solutions

Case Study: Targeted and Effective Digital Advertising Options

Background

Our customer, a global medical technology company that develops and manufactures innovative, non-invasive patient-monitoring technologies, medical devices, and a wide array of sensors required a multi-channel advertising campaign to promote the Rad-67 device [and collaborated SpHb range]—a medical device for monitoring oxygen and hemoglobin levels on patients. In order to target effectively to the appropriate audience, sponsorship took the form of selected pages exclusive to the customer.

The Challenge



Promote a non-invasive oximeter device to the most relevant audiences



Share the benefits of the technology in a timely, quick-to-market fashion

The Solution



The journals chosen included the most relevant audiences for the device including *anaesthetists, intensive care specialists, consultants, members of the BBTS, and lab technicians*

Anaesthesia:
9,820 recipients

Transfusion News:
1,441 recipients



Ran a multi-channel campaign including print and digital for wider distribution of the message:



Print advertising



Banner advertising



ePDF on the digital journal pages



Stand-alone article



Exclusivity on one special issue

Results



169,000
Impressions served on the digital adverts to date

Viewed by
26
countries



70,778
ePDF page views to date



3,398
Clicks on the ePDF in 6 months