

How do you cost-effectively maximize awareness of a disease and its burden on patients and payers?

Learn how Payer Sciences helped a client keep messaging top of mind with consistent and frequent exposure wherever key decision-makers consumed media.

As our client prepared to launch a monoclonal antibody immunization product, they struggled with how to extend the reach of their disease, burden, and, eventually, brand awareness messages. So, Payer Sciences developed a **programmatic nonpersonal promotion (NPP)** banner ad campaign designed to reach a target list of payer decision-makers and influencers.

Using Payer Sciences' proprietary, curated list of payer contacts, our client leveraged programmatic media. This cost-efficient, high-reach, high-frequency vehicle serves messages to individuals **where they spend time online**.

The campaign, consisting of 3 separate banners, featured our client's most critical disease state messages and ran initially for 3 months. It performed so well that our client extended the investment to a full 9 months and into the postlaunch brand awareness phase.



The 9-month prelaunch campaign delivered an above-industry-average click-through rate and drove a staggering average website session duration of 4 minutes and 33 seconds—all at an average cost of less than \$1 per target.

PS Ready to work with us?
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