Case Study

Pharmacy Email Campaign

The Challenge

A pharmaceutical company came to PDQ looking for guidance on a marketing campaign promoting a new insulin medication. Marketing pharmaceutical brands to healthcare providers can be challenging, even at the best of times. The coronavirus pandemic, however, has also forced many to abandon in-person meetings for virtual interactions, making effective email marketing more important than ever.

The Solution

PDQ Communications specializes in improving brand awareness, increasing engagement, and maximizing ROI among target audiences, so we set to work to deploy a campaign, which targeted pharmacists—informing them of how its usage and benefits compare with those of a leading competitive brand.

By utilizing our extensive and well-segmented healthcare email lists in tandem with **highly targeted, personalized campaigns,** we delivered valuable content with laser-focused messaging to key audiences to encourage further brand engagement.

The campaign was deployed to **516,508 pharmacy** professionals, and was followed up with an **echo email to non-responders.**

The Results

The insulin company experienced especially high traffic to its website—ultimately confirming the campaign yielded a combined **open rate of 33.7 percent, as well as a click-through rate of about 12 percent!**

Our client attributed this substantial surge in web traffic, opens, and click-throughs to our targeted campaign, underscoring the significant impact our efforts wield in driving engagement, increasing brand awareness, and maximizing ROI.

The Main Takeaway

Overcoming current obstacles to truly resonate with your ideal audiences demands an experienced, knowledgeable, and trusted pharmaceutical marketing firm with a proven track record of success.

Contact PDQ Communications today to achieve pharmaceutical marketing success.