

An iWon Integrated Program Delivers 100% Over Customer Acquisition Goals for a Pharmaceutical Advertiser

A major pharmaceutical company approached iWon with the objective of acquiring qualified customers. iWon created an integrated program that included content integration elements in addition to promotional programs to exceed the advertiser's goals by 100%.

objectives

Seeking Qualified Customers

- Acquire qualified customers for a specific pharmaceutical product.

iWon exceeds customer acquisition goals by 100%, resulting in a highly efficient acquisition cost 52% lower than the advertiser's goal.

the iwon solution

Content Integration Partnered with Promotion Results in a Winning Solution

To reach the advertiser's niche target of consumers who suffer from a particular ailment, iWon created a survey within the Health Channel to garner consumer response related to the ailment. With a 90% registration rate and a highly accurate consumer database, iWon pre-populated standard consumer information on the survey to increase response rates.

In addition to permanent content integration in the Health Channel, iWon placed the advertiser in the Monthly Bonus program, a proven lead generator that offers both branding and targeting opportunities. Qualified consumers self-selected to enter to win a relevant prize sponsored by the advertiser.

The program ran for a six month period, during which the advertiser participated in two Monthly Bonus Programs.

industry

- Pharmaceutical

program elements

- Content integration in the Health Channel
- Monthly Bonus

results

iWon Exceeds Goals by 100% Resulting in a Very Low Effective Acquisition Cost

Delivering 275,000 qualified customers to the advertiser, iWon exceeded goals by 100%. The result? A highly efficient acquisition cost per user that was 52% lower than the advertiser's goal. The survey elicited a very high completion rate of 54%, facilitated by iWon pre-population of consumer data in the survey. The advertiser was so pleased with the results from the first Monthly Bonus Program that delivered 188,000 qualified customers, they signed up for a second program. The integrated program of content integration and promotion proved to be a winning combination for this pharmaceutical advertiser.