

iWon Helps a Pharmaceutical Advertiser Exceed Subscription Goals Ahead of Schedule

A major pharmaceutical company launched a consumer newsletter targeted to Adults 50+ with health issues. iWon pinpoint targeting capabilities enabled the advertiser to successfully reach this niche target. iWon exceeded the advertiser's goals by 120%, delivering over 2,300 registrations in the first week alone.

objectives

- 🕒 Increase subscriptions for a consumer newsletter targeted to Adults 50+ with health issues.

Generating over 4,000 subscriptions in 2 weeks, the iWon program exceeded goals by 120% six weeks ahead of schedule.

the iwon solution

To reach the advertiser's niche target, iWon created an email program that leveraged the iWon large and accurate database and extensive targeting capabilities.

Utilizing iWon demographic and affinity targeting, the advertiser was able to put their offer in front of their exact target – Adults 50+ who are interested in health issues.

Extracting information from the iWon database, the emails were personalized to the recipient.

The program consisted of two email drops delivered over 2 weeks.

industry

- 🕒 Pharmaceutical

program elements

- 🕒 Email List Rental
- 🕒 Demographic targeting
- 🕒 Affinity targeting

results

With two email drops to 900,000 target consumers, iWon delivered over 4,000 qualified subscribers to the advertiser, 120% over goal. While the advertiser had allotted 2 months for iWon to deliver the goal number of subscribers, iWon surpassed goal in 2 weeks. By leveraging the iWon loyal consumer database and pinpoint targeting capabilities, the advertiser exceeded their subscriber goals ahead of schedule.