

CASE STUDY:

A Pharmaceutical Company Is Now Able to Target Prescribing Physicians Directly During Covid-19.



Challenge

Due to lockdowns, restricted or virtual-only access to physicians during the Covid-19 pandemic, a pharmaceutical company was looking for a way that their marketing team and sales representatives could better target prescribing physicians and get the latest treatment options and research in front of them.

Solution

By partnering with StatSocial, the pharmaceutical company was able to:

- Create audiences based on job titles enabled by Silhouette's rich B2B insights.
- From there, they could identify the medical professionals they wanted to reach and the media channels they were actively engaging on to target them with paid media ads.
- They then uploaded their CRM file of medical professionals to Silhouette to better understand their interests and affinities to fuel their paid retargeting strategy.

Result

Because of Silhouette's ability to pull rich B2B social audience insights, pharmaceutical companies can now reach physicians at scale across paid media channels they are already engaging on to provide information on new medical treatments, new research and information to mitigate negative press around specific treatments.