

Case Study

Top 10 Global Pharmaceutical Brand Receives 203% Increase in Brand Website Visits From Targeted Hospitals

Challenge

A vaccine brand from a top 10 global manufacturer aimed to boost awareness among healthcare providers in high-value hospital systems and increase traffic to its physician website. Prescription volumes were lower than expected, partly due to limited brand and franchise recognition among targeted institutions and HCPs.

Results

OptimizeRx's Account-Based Marketing Initiative Drives Hospital Engagement

Program Duration: 7 months

203% Increase in Website Visits: Boosted traffic from targeted hospital systems.

79 New Hospitals Engaged: Expanded reach to new institutions via the physician website.


93% of Targeted Hospitals Reached: Achieved near-complete coverage of key accounts.

Impact: The omnichannel strategy, with personalized messaging and strategic content placement across diverse digital touchpoints, significantly enhanced brand engagement and awareness among hospital-affiliated physicians.


Solution

The brand launched an account-based marketing initiative through the OptimizeRx omnichannel network, targeting key hospital systems and their affiliated physicians. This approach increased message relevance and extended reach across digital touchpoints.


Key highlights include:

 **Personalized messaging** based on physicians' institutional affiliations, specialties, and recent web/search activity.

 **Content alignment** with physicians' demonstrated interests to boost relevance.

 **Expanded channel reach across:**

- More medical websites (both endemic and programmatic)
- EHR login screens, including Epic, Cerner, and other "closed" systems
- Platforms behind institutional firewalls

 **Brand content placement** within related web environments to improve engagement and awareness.