



Case Study: A New Way to Promote a New Indication

In the midst of the pandemic, AstraZeneca marketers were looking for a way to reach oncology healthcare professionals and promote the groundbreaking approval of a new indication for TAGRISSO, a targeted therapy for EGFR+ Non-Small Cell Lung Cancer. This in-demand audience is bombarded with new reports daily, so it was important to break through the noise and connect with them in a valuable way.

The TAGRISSO marketing team looked for places to reach their target in a professional yet personal environment. They selected LinkedIn to run a pilot Sponsored Messaging campaign, and the results exceeded expectations, providing the highest click-through rate (CTR) the product has seen on any social media platform.

Seeing (the results) is believing



Open rates **2X** higher than LinkedIn benchmarks
(50+% compared to 25%¹)



Click rates **7X** higher than LinkedIn benchmarks
(7% compared to 1%¹)



25% increase in users viewing all efficacy endpoint information on **landing page** compared to other platforms



84% increase in quality visit rate from LinkedIn compared to other social platforms

“This was the highest CTR that we have seen through any social platform thus far.”

Andrew Lyle
Senior Marketing Manager, Non-Personal Digital & Media Strategy



Why it worked: right time & place, right message, right mindset

1. Time & Place

Knowing that LinkedIn members may not use “oncology” specifically in their titles, the TAGRISSO marketing team was creative in their audience targeting, including both core and broader, related titles from hematologist to cardiothoracic surgeon.

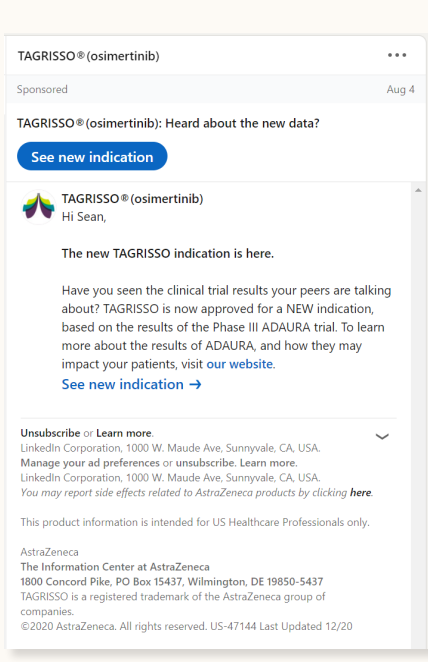


2. Message

The creative was concise, informative, and focused on the new indication announcement rather than the details of the indication.

3. Mindset

LinkedIn members come to the platform with a purposeful mindset, which makes them more receptive to advertising.



LinkedIn members have a **92%** more purposeful mindset compared to members on other social media platforms²



Members have **50%** more trust in ads on LinkedIn compared to ads on other social media platforms²

“That was our philosophy; keep it quick, keep it succinct, keep it clean.”

Andrew Lyle
Senior Marketing Manager, Non-Personal Digital & Media Strategy

The untapped potential of LinkedIn for pharmaceutical marketers

Pharmaceutical marketers are often surprised to find that there are **7.2M+ healthcare professionals** on LinkedIn.³ Added to that, LinkedIn’s platform supports full regulatory compliance when conducting messaging campaigns.

The success of the AstraZeneca sponsored messaging campaign for marketers proves that LinkedIn is an efficient and trusted environment where pharmaceutical marketers can reach the healthcare professional audience.

“LinkedIn was the right atmosphere to reach oncologists when they’re in a professional mindset.”

Andrew Lyle
Senior Marketing Manager, Non-Personal Digital & Media Strategy



Conclusion

LinkedIn’s high-quality audience and professional environment make it the right place for branded prescription education for HCPs. To explore branded and unbranded opportunities on LinkedIn, reach out to your team.

¹LinkedIn internal data 2021
²LinkedIn Meet the Member Research Study, July 2020

