The success of the LinkedIn campaign also had a positive impact on other digital advertising channels that used similar creative approaches. Over 2.2 million impressions were collected from previous events to target those specific contacts with their digital advertising.

IQVIA saw serious results in their campaign: they achieved a 3X CTR from there, the team used LinkedIn to learn more. The organic posts and paid ads discussed in this case study were used for top-of-funnel marketing. This campaign was just the beginning of a broader marketing plan for IQ VIA.

Campaign Results
IQVIA is shifting into SaaS territory, meaning much of its marketing strategy was new. By testing out new approaches, they were able to maximize results fast.

The or ganic posts and paid ads discussed in this case study were used for top-of-funnel marketing. This campaign was just the beginning of a broader marketing plan for IQ VIA.

What’s Next For IQVIA
IQVIA is a thought-leadership platform. It’s a great tool for content and marketing execution on a professional platform. From there, the team is exploring new avenues to monitor and adapt their campaign.

The LinkedIn Edge
“LinkedIn is a great tool to use within the marketing strategy. It’s a great way to engage with the clients and monitor their campaigns.”

You’ve got to keep your eyes open on what the clients are saying on the ground. That’s why we are so great about LinkedIn: you see the customer on the ground. You can take other actions and make changes as you go. It’s the perfect platform to partner with the campaigns that we’re trying to drive.”

Need inspection readiness at a glance? IQVIA e-Inspection
Looking to simplify your clinical trial? Tools that transform workflows can help.

Conclusion
IQVIA positioned itself as a global leader in the life sciences industry, providing advanced analytics, technology solutions, and clinical research services. IQVIA is also focused on merging health and tech to make the best possible impact on their clients’ needs. The secret to success is the following:

[Insert LinkedIn graphic]

[Insert LinkedIn graphic]