



## Precision intervention drives double-digit conversion rate for Philips

LinkedIn's ability to combine highly relevant professional targeting with powerful engagement proved perfectly suited to the demands of healthcare marketing

The launch of a new solution in image-guided therapy for Spain presented Philips with a very particular marketing challenge. Healthcare regulations required that Azurion, which enables minimally invasive surgery and other interventions, could only be described by name to relevant healthcare professionals. Combining LinkedIn profile targeting with LinkedIn Sponsored InMail not only enabled Philips to reach the right professionals without building wider awareness - it also translated this very specific audience into a strong conversion rate that could efficiently meet all of Philips' campaign goals.

### The Challenge:

- Launch Philips Azurion, a new solution for image-guided surgical intervention, in Spain
- Meet regulatory requirements by targeting only relevant healthcare practitioners without building wider awareness
- Drive a strong conversion rate to leads
- Build a high-quality, relevant audience for future targeting on LinkedIn

### The Solution:

- Sponsored InMail from Juan Sanabria Luengo, President and CEO of Philips in Spain
- Personal invitation to explore the next step in medical intervention
- LinkedIn profile data used to target only active cardiologists, radiologists and surgeons
- Call to action to explore Azurion through videos, white papers and user testimonials
- Streamlined landing page with data capture form

### Why LinkedIn?

- Precision targeting of active medical professionals, to meet regulatory requirements
- High conversion rate of Sponsored InMail
- Opportunity to build a highly relevant audience for future messaging

### Results:

- All targets for reach achieved
- Open rate of over 50% for Sponsored InMail
- Click through rate of over 7%
- LinkedIn traffic converted to leads at a rate of over 12%, the highest conversion rate of the campaign



## Driving engagement without wider awareness: a precision intervention on LinkedIn

The regulatory requirements for medical marketing had restricted the options for launching products such as Azurion in the past. However, the accuracy of LinkedIn targeting provided Philips with a solution. The marketing team could confidently reach relevant professionals without raising wider awareness of the product. Just as importantly, LinkedIn engagement and conversion rates meant they could be confident of the return such marketing would deliver.

"In the past, we've tried advertising with the websites of specific medical journals, but we were getting very limited traffic and almost no conversions," explains Emma Sands, Digital Lead for Philips Iberia. "When your options are restricted you have to make sure that you're getting as much value from them as possible. We needed to reach our clients and contacts where they were active and where we could give them the content they need. I was convinced that meant being active on LinkedIn."

*"Our marketing is all about quality rather than volume, and LinkedIn has been ideal. Not only did we achieve our highest conversion rate, but we have a great basis for closing the loop with follow-up from our sales team – and that's something we'll be exploring further with LinkedIn in the future. We'll also be using retargeting and LinkedIn Lead Gen Forms to build on the success and increase our conversion rates further."*



**Emma Sands**  
Digital Lead, Philips Iberia

## The power of the personal touch on Sponsored InMail

Sponsored InMail provided Emma and the team with the ideal platform. "We chose InMail because we were very specifically interested in conversions rather than reach and awareness," she says. "We wanted the message to come directly from Juan Sanabria Luengo, who is President and CEO of Philips in Spain, emphasising that the members of our audience had been personally selected to discuss how Azurion can benefit medical interventions. There was a prestige factor at work in how we approached it – and it drove extremely strong engagement."

The Sponsored InMail campaign delivered an open rate of over 50% with more than 7% of those opening an InMail going on to visit the landing page. Just as importantly, visitors from LinkedIn converted into leads by sharing their contact details at a rate of over 12%, the highest conversion rate of any media platform used in the launch.

The screenshot shows a LinkedIn Sponsored InMail message. At the top, it identifies the sender as Juan Sanabria Luengo. The message is marked as 'Sponsored' and has the subject line 'El próximo paso en intervencionismo a un click'. It is addressed to 'Estimado Andrés:'. The main body of the message reads: 'Desde Philips queremos hacerle llegar nuestro agradecimiento a usted y a todos los profesionales sanitarios que nos han ayudado a desarrollar, con sus comentarios y opiniones, Philips Azurion: una solución que se posiciona en la vanguardia de la terapia guiada por la imagen.' Below this, it says: 'Con Azurion queremos ofrecer al profesional intervencionista el control y la información que necesita para realizar procedimientos de forma eficaz.' At the bottom, there is a call to action: 'Quiero invitarle a dar con nosotros el siguiente paso en intervencionismo médico. ¿Usted se informa sobre las características u...' and a blue 'Learn more' button. On the right side of the message, there is a promotional image for Philips Azurion with the text 'Le invitamos a dar el próximo paso en intervencionismo' and the Philips logo.