Linked in

Bayer validates data quality and enables healthier campaign targeting on LinkedIn

Effective healthcare is all about precision—and so is effective healthcare marketing. Having traditionally relied on third-party data providers to target the right healthcare professionals, Bayer discovered a new strategy for growing reach and frequency cost-efficiently with native LinkedIn targeting. The richness of LinkedIn data enabled Bayer to diagnose the quality of data from third-party providers, refine targeting around the right healthcare professional profiles for each campaign, and reduce both CPCs and CPMs.

ABOUT BAYER

Bayer is one of the world's largest pharmaceutical and biotechnology companies, with operations in 80 countries and six continents, and a core commitment to meeting the essential human needs of health and nutrition. On LinkedIn, Bayer promotes more than 23 pharmaceuticals products for the United States.

BAYER

Challenge

- Establish a strategy for reaching specialist healthcare professional (HCP) audiences
- Validate the accuracy of specialist HCP data lists provided by third parties
- Increase reach and frequency while reducing cost per impression (CPM) and cost per click (CPC)

- Build awareness and start HCP conversations around new therapies
- Grow the sales impact of digital campaigns as measured through Media Mix Modelling (MMX)

LinkedIn

Solution

- Bayer worked with LinkedIn to import HCP data sets for targeting through the LinkedIn and LiveRamp integration
- LinkedIn's Audience Insights tool provided demographic insights into third-party segments, to validate whether the lists matched the correct HCP profile for each campaign
- Bayer used LinkedIn native targeting, aligned to its ideal HCP profiles, to fill any data gaps from third-party segments, and scale its ability to reach specialist and prescriber audiences
- Combining Video Ads with other ad formats like images and document ads enabled Bayer to build wide initial awareness, while tracking deeper engagement and impact

Why LinkedIn?

- Exclusive access to verified professional data, ensuring accurate targeting of HCPs based on real job titles and specializations
- Scalability through native targeting tools for reaching specialized healthcare audiences
- Member-first policy delivering audience trust and engagement, and increasing HCP receptiveness to targeted messaging
- Seamless data importing and integration through LinkedIn's LiveRamp partnership
- Dedicated support from LinkedIn account teams, to maximize campaign effectiveness

Results

- Bayer was quickly able to prioritize third-party data providers based on the demographic relevance of their audiences
- Expanding targeting through LinkedIn native targeting reduced CPMs by 73% compared to targeting with third party data, and CPCs by 17%
- Video Ads provided a pharma-friendly ad unit that helped build the optimal reach and frequency for a wide range of Bayer products across specific HCP specialties
- Document Ads demonstrated deeper impact and engagement, driving full-funnel benefits through a single impression, and delivering an Engagement Rate 31% above benchmark
- MMX analysis confirms that the impact of Bayer's LinkedIn campaigns is increasing month-on-month

Scaling specialist healthcare audiences with confidence

Providing treatment options across a wide array of disease states requires Bayer to identify HCPs working in various specialist fields, in order to market treatments in a relevant way. Specialist third-party data lists are an essential part of this process. However, when Glenniss Richards took over the leadership of Bayer's in-house digital media team for the US, she discovered that this apparent precision of these lists was also acting as a constraint. Not only did Bayer have no easy way to validate the relevance of the physicians it was reaching; it also struggled to scale campaigns cost-effectively.

"It was very important for our team to make sure that we were getting in front of the right individuals," explains Glenniss. "Our target lists change from brand to brand. We need to reach specific practitioners for oncology, diabetes, kidney disease or hematology, for example. Each brand has its own ideal profile of audience. In order to use digital media more effectively, we needed a way to build reach and frequency among each of these audiences and engage them across platforms as part of integrated campaigns."

Adding LinkedIn into the campaign mix changed this situation dramatically. Glenniss worked closely with her LinkedIn account team to integrate Bayer's data lists into the platform and then used the Linkedin Audience Insights tool to test the quality of each list to ensure Bayer was targeting ideal member profiles. "We were able to pressure-test our data providers and ensure we're working with the organizations that have the best identity graph for each campaign," she says. "LinkedIn data makes this possible, because it can tell you that you've reached all of the oncologists in a particular area, for example."

Building on this, Glenniss and her team explored opportunities to expand the reach of each campaign through LinkedIn native targeting, tailored to align with the original profiles. This quickly added scale and efficiency by filling any data match gap in the third party data sources. As a result, it significantly reduced cost per impression (CPM) and cost per click (CPC) while increasing the impact of digital campaigns within media mix modelling (MMX).

From brand awareness to deeper engagement

Once Glenniss and her team were able to build scalable LinkedIn audiences for Bayer brands, they could explore using a range of LinkedIn advertising formats to engage at different points of the decision-making funnel.

"It all ties back to reach and frequency and how that interacts with audience quality," says Glenniss. "A key question for us was whether we could select a target audience of 30,000 HCPs, spend our budget in full, but know that all the impressions we were buying represented reaching the right people. We've been able to do that with LinkedIn. We started with campaigns for one brand, and we've already added campaigns for many others."

Bayer is using 60-second video ads in the LinkedIn feed to raise awareness among relevant HCPs, and educate and build consideration for prescription. Adding Document Ads into the mix is providing Glenniss and the team with new strategies for driving deeper engagement. Bayer's Document Ad campaigns have delivered an engagement rate of 6.54%, which is 31% higher than benchmark. "It's an instantly high-impact ad unit in the sense that we can see we've reached this person, they've clicked instantly and they've actually got the data we want them to have," says Glenniss. "We don't need to serve them an ad as many times a month to demonstrate we're moving them down the funnel. It's another great way of triggering the conversations we want around treatments."

"From the start, we knew there was an opportunity to meet our ideal audiences where they spend time, on LinkedIn. We knew that's where they were active and we've now demonstrated that we can reach them with quality. I'm a big supporter and advocate of having LinkedIn in our plans and growing its role across the business."

Glenniss Richards
Senior Director, Digital Media Activation, Bayer US Pharma