

Exceeding Sports Medicine Lead Goals with Cross-Channel Digital Strategy

Featured client: Penn Medicine

Challenge

Penn Medicine set a goal of generating 400+ sports medicine leads through paid media campaigns. Achieving this required overcoming the challenge of a highly competitive and commoditized market across greater Philadelphia.

Solution

In addition to evergreen paid search campaigns, IQVIA partnered with Penn Medicine to activate a robust set of digital tactics designed to engage individuals ages 25-44 likely to have sports-related injuries.



Covered 3 priority markets.



20% of the budget went toward online video across YouTube and other outlets, allowing us to showcase patient testimonials and Penn's sports sponsorships.



50% of the budget went toward social (Meta and Reddit) based on this audience's media consumption habits.



30% of the budget supported programmatic display and native for additional reach.



Outcomes

Precision digital marketing helped Penn Medicine beat its lead target by 63%.

The combination of highly-engaging digital tactics and focused paid search campaigns allowed:

The digital campaign delivered 5.7M impressions and 43k clicks.

1

2

Creative that highlighted patient testimonials stood out on social and drove leads.

3

4

This was Penn's first Reddit campaign, and it exceeded the platform's healthcare CTR benchmarks by 24%.

Paid search conversion rates increased while digital tactics were live, especially in markets where awareness of Penn Medicine is lower.