

Unlocking Growth Through Smarter Search Strategy + Expanded Media Mix

Featured client: UCLA Health

Challenge

Reignite awareness and increase patient volume for a restructured campaign by improving the performance of its under-leveraged paid media program, while continuing to track outcomes across both the patient volume campaign and a second, collective campaign for a full picture of media impact.

Solution

IQVIA executed a strategic restructure of the paid search program, unlocking significant efficiencies and elevating campaign performance. We introduced additional upper-funnel media tactics — Native and Online Video (OLV) — to drive awareness at scale, while optimizing creative formats across Display to increase impression volume. This was paired with HIPAA-compliant, hyper-targeted audience strategies that funneled high-quality users toward search, where lower-funnel strategies captured intent-rich queries.

Outcome

Our strategic pivot led to substantial gains across both campaigns.

Restructured patient volume



+49%

total clicks and -56% CPC



242%

increase in impressions
across digital campaigns

Collective campaign



+154%

clicks and +8% CTR YoY



570%

increase in impressions
and 173% decrease in CPM
for digital media



UCLA Health

CONTACT US
iqvia.com