

Case Study:

Full Domain Path Targeting

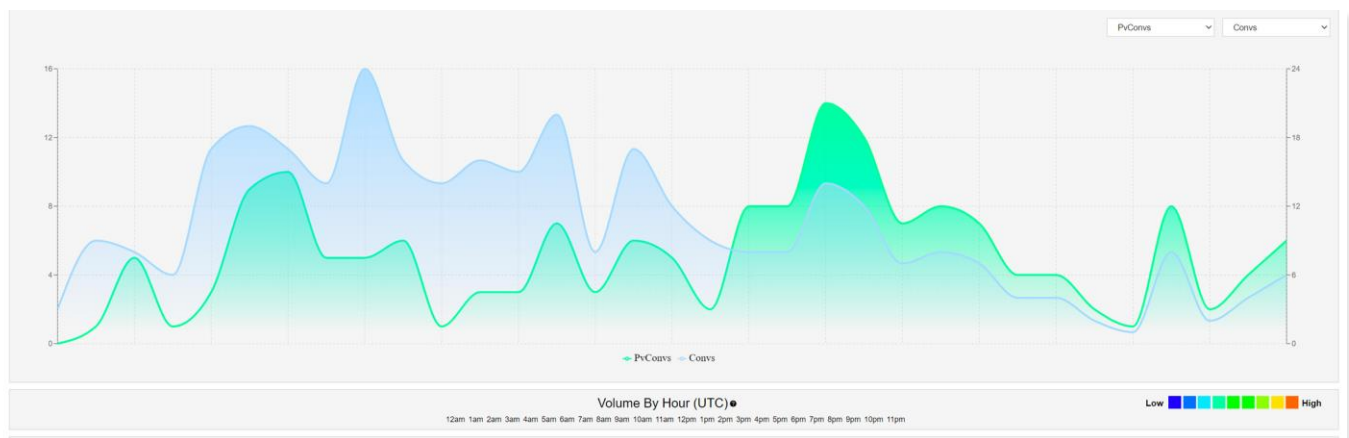
Niche Medical Product Reaches Target Audience Using Deep URL Targeting

Goal: Publication for Orthopedic Surgeons drives website visitors and white-paper downloads

Channel: URL path targeting – Display ads targeted to specific URLs, not just high-level domains

Targeting: The campaign focused on contextually relevant pages which talked about specific orthopedic procedures. For example, they targeted this URL specifically:

<https://www.medscape.com/slideshow/2019-compensation-orthopedist-6011340> as opposed to only reaching Medscape.com which is typical on most DSPs.



Results: White-Paper Downloads Increased 110% +

The Cost-Per-Visitor to the website was 43% more efficient and more valuable as visitors were spending 10+ seconds on the site, leading to an improvement in white-paper downloads.¹ White-paper downloads went up 110% compared to their other display prospecting efforts.

The client continues to add other specific domains to target articles. The campaign is modest in spend (\$30/day) but drives very quality traffic.

1. According to Google Analytics

