

## Case Study

# IQVIA's awareness-first approach fuels 3x CTR

IQVIA is a global leader in the life sciences industry, providing advanced analytics, technology solutions, and clinical research services.

IQVIA Digital Technologies, a new division of IQVIA, was created after Covid—evolving from a service-based model to a SaaS solution for large and mid-sized pharmaceutical companies.

Considering this new direction, IQVIA wanted to start with a brand-awareness campaign to generate maximum traction in minimal time. LinkedIn single-image ads formed a vital part of this strategy—and, impressively, gave IQVIA the tools to get more than 3X the industry average clickthrough rate (CTR).

How did they achieve this success?

Here's the breakdown 

## IQVIA's Methodology

IQVIA's goal was to consolidate its branding, using darker colors and new images to unite their life sciences and technology focuses. The team also worked closely with their product marketers to ensure the messaging and graphics addressed the specific pain points of their niche audience.

Once the creatives were ready, the IQVIA team loaded email lists they'd collected from previous events to target those specific contacts with their ads. They also used this data to create lookalike audiences in LinkedIn's Campaign Manager, targeting pharmaceutical decision-makers.

This strategy grew their audience from 5,000 to 25,000 people.

From there, the team used LinkedIn's ad tools to A/B test light vs. dark graphics, and different calls-to-action, to see what would get better engagement. The results were far beyond the norm.

## Campaign Results

IQVIA saw serious results in their campaign – especially in the first two months, when the ads had an engagement and CTR of 1.5%. This is more than 3X LinkedIn's 0.44% benchmark on sponsored content, like single-image ads.

Months after the launch of the campaign, engagement and CTRs are still close to 1%. All in all, the campaign received:



Over 2.2 million impressions



A 3 times increase in CTR



A 5 times growth in audience reach

The success of the LinkedIn campaign also had a positive impact on other 'follow-your-buyer' digital advertising channels that used similar creative and messaging, like display.

## The Secret Sauce

### Positioning

Tech-first messaging and graphics re-positioned IQVIA as a tech brand.

### Imagery

Inclusive human faces were engaging and showcased the merging of tech and health.

### Targeting

Event email addresses were used to create larger lookalike audiences on LinkedIn.

### Language

The question-based copy understood and addressed the specific needs of the audience.

### Hashtags

Hashtags enabled IQVIA to leverage conversations around digital health, AI, and health technology.

### Full turnkey experience

The ads led to pages that had consistent branding and messaging, so the audience had one consistent, quality experience throughout.

"LinkedIn is always coming up with new technologies that we're excited to use. Product pages, showcase pages, etc. Whenever something new comes out, we just try it to try it."

Sydney Flake Gaines  
Marketing Campaign Specialist, IQVIA

## What's Next For IQVIA

"LinkedIn is such a core, integral part of our business."

Isa Grimes  
Global Marketing Director,  
IQVIA - Clinical Technologies

This campaign was just the beginning of a broader marketing plan for IQVIA. The organic posts and paid ads discussed in this case study were used for top-of-the-funnel brand awareness.

From here, they're adapting this campaign into a middle-of-the-funnel InMail, with the goal of driving conversions and funneling people into their CRM.

"LinkedIn is a thought leadership platform. It's a great tool for conversion and education. From a professional standpoint, where do you go to get information from other thought leaders? LinkedIn is the end-all, say-all. That's just the unbiased fact."

Isa Grimes  
Global Marketing Director, IQVIA - Clinical Technologies

## The LinkedIn Edge

IQVIA is a niche product with a very specific, professional target market. On LinkedIn, targeting is based on professional behavior.

This is what's made LinkedIn a key channel in IQVIA's marketing mix. It enables them to target the right people under the perfect conditions. It also gives them tools to gauge how audiences engage with the ads to monitor and adapt their campaign.

"You've got to keep your eye on what the client is saying on the ground. That's what's so great about LinkedIn; you see the customer on the ground. You can also alter audiences and make changes as you go. It's the perfect platform to partner with the campaigns that we're trying to drive."

Isa Grimes  
Global Marketing Director,  
IQVIA - Clinical Technologies

## Conclusion

IQVIA's shift into SaaS territory meant that much of its marketing strategy was new. By testing out new designs and targeting the right audiences, the team was able to maximize results fast.

LinkedIn is a robust digital-marketing platform where businesses can find and target niche audiences with relevant and engaging marketing material.

Visit our [Healthcare Hub](#) to get started with LinkedIn Marketing Solutions or contact your LinkedIn Account Team to learn more.