

Wiley Corporate Solutions

Case Study: Prescriber Article Alerts as an Advertising Platform

Background

Given the importance of accessing a targeted audience of healthcare professionals (HCPs), the client needed an effective advertising solution that would meet their objectives. This included reaching as many general practitioners and those with prescribing capabilities with their ad for a transdermal gel that adds testosterone to the system.

The Challenge



Advertise in a peer-reviewed, **credible journal**



Reach the **appropriate audience**



Through a **convenient mobile channel**

The Solution

Prescriber issue alert

9,520

HCPs

Monthly updates of article content



Results



Opened	2,018
Unique Clicks	654
Ad Clicks	132

108

Recipients clicked on the ad within 48 hours

CTR of ad
12%

The Outcome

The ads had high engagement rates with relevant members of the societies seeing the key messages, offering a targeted and engaging solution.