



— **EMAIL BLAST** —

CASE STUDIES

—

# DYMISTA BRANDED HCP EMAIL BLAST SPECIALTY TARGETING

## Objective

- Maximize **DYMISTA's** reach among Allergists, Ear Nose & Throat specialists, and PCPs primarily driving brand advocacy and Rx write-offs for HCPs Treating Severe-to-Moderate Allergic conditions

## Tactics

- Target specialists focusing on the treatment of Severe-to-Moderate allergies reaching across Allergists, ENT's and Primary Care Physicians, via email blast (HTML)

## The Results

- The DYMISTA campaign successfully reached HCPs treating asthmatic conditions by specialty via eBlast on desktop & mobile screens bringing an industry high **6.3%** open rate and CTR of **2.2%** overall.
- In addition, we've also driven a **CTOR** (Clicks-to-Open Rate) high of 34.43% for DYMISTA. **\*CTOR** reveals the *effectiveness* of email content particularly the design; with CTOR, unique clicks are divided by the total unique opens and then expressed as a percentage.



# TARGET PHARMACY HCP EMAIL BLAST SPECIALTY TARGETING

## Objective

- Raise inventory availability awareness for Diclegis and Invokana medications

## Tactics

- Targeted Primary Care Physicians through a dedicated HTML E-blast

## The Results

- The Target Pharmacy campaign successfully reached Primary Care Physicians on desktop & mobile screens bringing an industry high **6.7%** open rate and CTR of **2.5%** overall.



A person wearing a light blue button-down shirt is holding a white document. The background is slightly blurred, showing a laptop with a keyboard and some other papers on a desk. The overall scene suggests a professional or business setting.

**GET IN TOUCH**