



Q1, Q2 Review

Executive Summary – Results & Takeaways

Paid Search MQLs have been scaled **4.5%** year-over-year while reducing adspend by **11.8%**. Doing more with less in an increasingly competitive market

Q1: Paid Search MQLs: **1636** (Q1 2024) (up from 1482 in Q1 2023)

Q2: Paid Search MQLs: **1609** (Q2 2024) (down from 1623 in Q2 2023)

Overall: **3245** MQLs in H1 2024 (\$680,532 total spend). Up from **3105** MQLs in H1 2023 (\$771,215 total spend)

Summary: Cost/MQL down to **\$209.72** from **\$248.38 (YoY Comparison, H1 2024 vs. H1 2023)**

Here were our main focuses for achieving success:

- Deep-diving into keyword reports to scale up successful terms and trim inefficiencies
- Adapting to rapidly-changing PPC best practices
 - Integrating only non-PS MQLs/SQLs for algorithm learning
 - Increasing broad match keyword coverage
- Ongoing experimentation and testing to find new campaigns and keyword categories, bid strategies & audience demographics for success

Executive Summary – Moving Forward

Our approach to improving results in Q3 and beyond involves a multi-pronged approach:

1. Improving conversion rates further
2. Mitigating rising costs as much as possible

Focusing heavily on keyword Quality Scores and tracking month-over-month progress to ensure they increase consistently over time

Goal: Reduce CPC

Continue testing new keyword categories, audiences & campaign types (especially ones where we can leverage customer data to boost algorithm e.g. PMax)

Goal: Generate Low cost MQLs

Taking a closer look at landing page analytics/heat mapping to find opportunities for CRO (conv rate optimization)

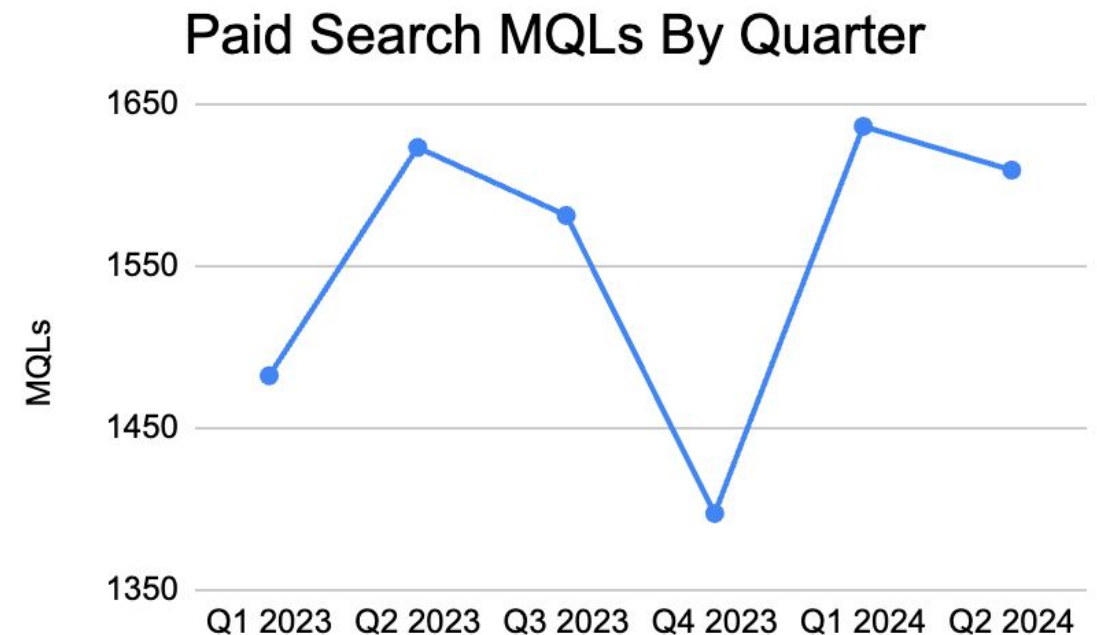
Goal: Improves Conversion Rates



Q1, Q2 2024 Key Results & Findings

MQLs by Quarter 2023 - Present

- Zooming out to take a look at paid search output since the start of 2023
- We can see the past 2 quarters have been some of the highest MQL totals in the account's history:
- Top 3 Quarters by MQL volume:
 - Q1 2024: **1636 MQLs**
 - Q2 2023: **1623 MQLs**
 - Q2 2024: **1609 MQLs**
- Top 5 Months by MQL volume:
 - April 2024: **603 MQLs**
 - May 2023: **597 MQLs**
 - March 2023: **594 MQLs**
 - October 2023: **593 MQLs**
 - July 2023: **560 MQLs**
- More consistency and predictability between months in recent quarters



Testing New Audiences

Google

- NPIs Campaign
- Nursing Facilities
- ASCs Campaign
- KOL/DOL Campaign
- Re-launching GPOs Campaign with new landing page
- Providers Campaign
- Populi & Carevoyance Branded Search
- Performance Max

- Expanded Bing Ads from only 2 active campaigns up to 6 campaigns now

Linkedin

- NPI campaign
- Medical Affairs
- Commercial Leaders (Forecasting)
- Commercial Leaders (Sales)
- Marketing Persona
- Biopharma Phase 1 & 2 campaigns

Top Keywords (Jan – June)

Keyword	Conversions (MQLs)	Conv. rate	Cost / conv.	Cost
[definitive healthcare]	314	1.22%	\$124.21	\$39 000.96
healthcare rfp	111	4.20%	\$214.90	\$23 746.43
healthcare clinic list	80	4.43%	\$223.95	\$17 961.26
doctors database	41	3.47%	\$285.82	\$11 859.50
list of doctors in usa	41	2.30%	\$272.55	\$11 175.39
"healthcare rfp"	56	3.97%	\$194.25	\$10 793.48
directory of doctors	45	2.87%	\$211.99	\$9539.34
doctor list	31	3.16%	\$300.04	\$9251.13
list of ambulatory surgery centers	34	3.33%	\$230.92	\$7928.21
"physicians list"	16	2.37%	\$422.26	\$6756.17
"hospital data"	23	2.11%	\$291.24	\$6698.48
list of physicians	17	3.32%	\$294.90	\$4865.88
"hospital statistics"	23	2.28%	\$198.11	\$4571.96
physicians list	16	4.40%	\$269.61	\$4403.69
"medical claims data"	15	3.53%	\$237.88	\$3568.20
"medicare database"	15	2.51%	\$226.55	\$3472.15
hospital financial reports	12	2.34%	\$239.27	\$2871.25
"hospital readmission rates"	14	2.75%	\$200.09	\$2801.22

Search Competitor Insights

IQVIA Paid Keywords			Komodo Health Paid Keywords			Clarivate Paid Keywords		
	Volume	Avg. CPC		Volume	Avg. CPC		Volume	Avg. CPC
oce iqvia	440	\$4.90	real world evidence	900	\$6.25	decision resources group	840	
ims health database	290	\$3.69	allscripts healthcare	400	\$3.73	medical supplies and vendor in florida	780	
oce crm	185	\$23.71	health sentinel	320		medical supplies and vendor in connecticut	660	
patient outcome	180	\$5.14	medical data sets	320		medical supplies and vendor in colorado	660	
medical market research	135	\$9.56	secondary data sources in healthcare	250		medical supplies and vendor in alabama	570	
iso medical device	135	\$4.23	adni database	220		company research	570	\$4.62
outsourcing sales and marketing	125	\$26.36	clinical studies dallas	190		innography	540	\$0.37
fda quality management system	110	\$21.40	clinical service provider	190		clarivate plc	440	
medical device capa	105	\$3.81	medical data analytics	135		medical supplies and vendor in delaware	420	
doctors database	100	\$4.26	map medication assistance program	110	\$3.42	medical equipment machines in usa	420	
eqms software	90	\$8.90	patient journey mapping template	110		ge healthcare competitive analysis chart	320	
qms tools	90	\$6.95	publication management software	100		medical equipment distributors	270	\$2.00
patient identity management	80	\$9.21	healthcare dataset for machine learning	100		medical device company directory	200	
pharmaceutical sales data	70	\$5.13	health analytics companies	100		current research on lung cancer	180	
pharmaceutical regulatory consultant	55	\$16.75	healthcare consulting firms colorado	100		industry report	180	\$2.83
hcp engagement management	55	\$10.80	clinical trials asia	98		genentech oncology trend report	155	
physician consulting services	55	\$5.66	oleandrin clinical trials	90		global diagnostic imaging market	135	
med affairs	44	\$10.43	komodo healthcare	90		medical device industry trends	135	
patient advocacy companies	44	\$5.56	all-payer claims databases	90	\$0.30	intellectual property legal assistant	135	
best biopharma companies	44	\$5.13	patient analytics	90		medical supply distributors	135	\$2.14
pharmacovigilance software	44	\$3.74	vizient database	90		marketline reports	135	
clinical research medical devices	40	\$30.62	real world data company	90		trademarkmystuff	135	
qms company	40	\$9.39	veeva open data	90		alzheimer's market size	125	
real world platform data	28	\$19.21	head start health data tracking instrument	80		new trend in healthcare technology	125	
software for quality management	28	\$16.18	pharmaceutical launch excellence	70		tideglusib alzheimer	110	
biotech companies new york	28	\$8.34	personal patient advocate	70		research article on alzheimer's disease	110	
patient reported outcomes clinical trials	24	\$10.53	healthcare data set	70	\$5.43	journal impact factor web of science	110	
pharmaceutical quality management system	12	\$15.42	csc healthcare systems	55		ihs standards subscription cost	105	

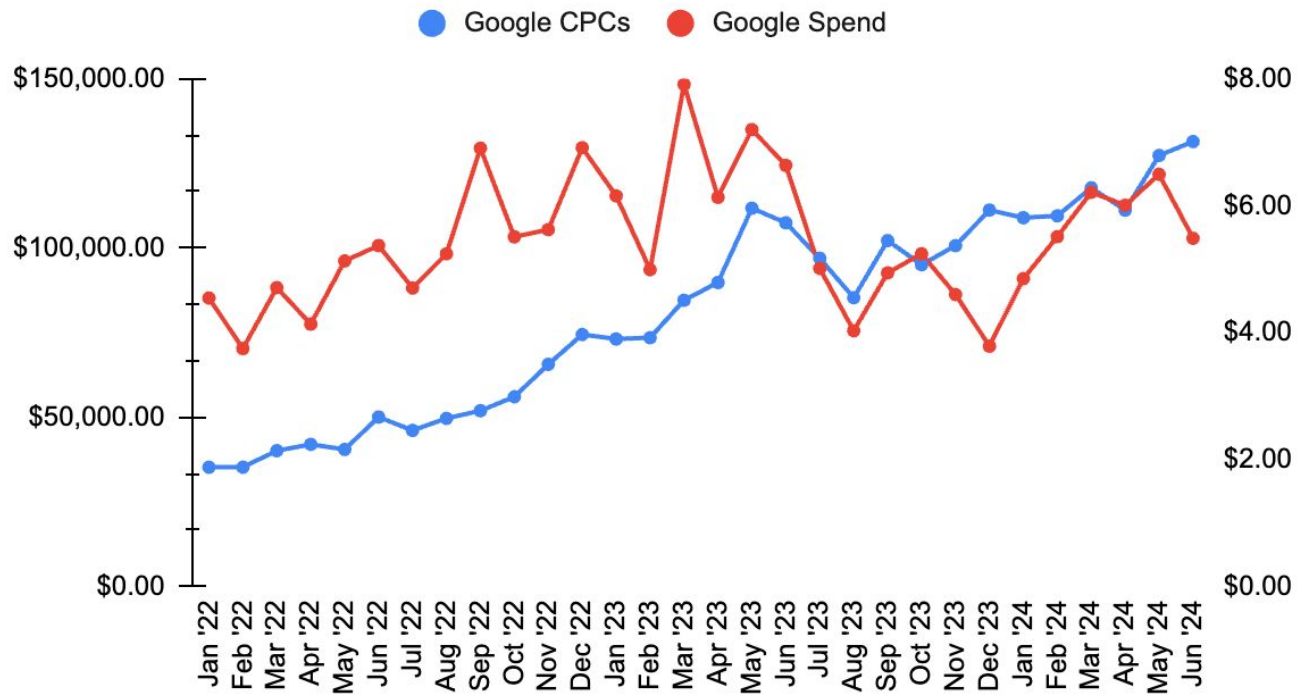
Notes:

We're likely to hit diminishing returns when it comes to finding new keyword ideas from our own search term reports, because the algorithm has become so good at identifying keyword variations, synonyms & mis-spellings.

Using competitive research is one way we could look for completely new ideas that are outside the range of our own current strategy

Keyword CPCs Over Time

Google Search Ads CPC & Spend Over Time



Notes:

- The same trend of rising CPCs from 1 year ago has continued into 2024
 - As more competitors continue to enter the digital advertising space and/or increase their budgets, we see costs steadily creeping up
- To offset the increase in cost, we will use the same 2-pronged approach we did last year, but with different tactics and application this time:
 - Reduce/mitigate costs: (Doing in-depth Quality Score audit and setting up tracking document to measure Quality Score increase over time)
 - Improve conversion rates: (Using webpage analytics/heat mapping to gain CRO insights and apply these in landing page A/B tests. Iterate towards the highest converting pages possible)

Paid Search Key Results

Objective	Key Results
Keyword Deep Dives	<ul style="list-style-type: none">• This has been a crucial portion for us hitting monthly MQL targets and keeping performance consistently strong• Researching keyword insights from previous months/quarters to make relevant keyword adjustments, constantly evaluate and iterate towards the best performing keywords• Trimming adspend on lower-performing keywords to re-allocate towards stronger reliable MQL-generating search terms• Continually updating negative keywords to save spend on unqualified searchers and re-allocate spend to qualified users only
Ongoing Audience Testing	<ul style="list-style-type: none">• Mixed results on these test campaigns. Continuing to test new campaigns and remaining patient as it can take 3+ weeks for new campaigns to really start generating consistent MQLs• Launching test campaigns across Google, Bing & LinkedIn ads to identify new opportunities for expansion and new avenues for MQL generation• Focusing efforts especially on categories where we can find life sciences MQLs which will result in much larger deal sizes & higher ROAS
Algorithmic Optimizations	<ul style="list-style-type: none">• When executed and monitored carefully, there is a lot of upside to leveraging Google's machine learning and letting the algorithm have freedom to operate. We've seen some very strong performing campaigns that utilize broad match keywords only• Achieving strong levels of consistency and predictability month-over-month by following modern PPC best practices and feeding the Google algorithm with as much data as possible• Expanding usage of broad match keyword match type which can leverage and utilize our strong data input to generate efficient, predictable output

Linkedin Key Results

Objective	Key Results
New Audience Testing	<ul style="list-style-type: none">• We've tested a number of new campaigns to engage different audiences over the previous 2 quarters, and some campaigns have been more successful than others• We've seen a lot of success from the Digital Opinion Leaders audiences, as well as Medtech/ Medical Device/ Provider focused audiences, while Biopharma is an area that we still struggle to bring in leads.
New Campaign Testing	<ul style="list-style-type: none">• We see a lot of success with asset promotion campaigns ie. Medtech eBook (98 leads), Launching medical device eBook (134 leads). Digital opinion leaders campaigns• The NPI campaign, Biopharma drip campaign, and the Commercial leaders campaigns are campaigns we did not see success with in terms of lead volume.
Generating Leads from Free Trial vs. eBook Campaigns	<ul style="list-style-type: none">• We've identified Linkedin as a better source of success in running asset promotion/ eBook campaigns vs. a generator of a huge volume of leads• Over the past 2 quarters, we've seen majority of our lead volume from eBook campaigns, bringing in 255 leads total• Linkedin has also been a large generator of website visits to create more of a full funnel strategy across all of our advertising channels. Over the past 2 quarters, we've generated 16.2K website visits from Linkedin



Q3, Q4 2024 Opportunities for Growth

Google + Bing Opportunities

	Key Recommendations	Start
Keyword Quality Score Audit Goal: Reduce CPCs	Make adjustments to our landing pages to make them more “keyword-rich”. This will help satisfy Google algorithmic requirements and improve keyword Quality Scores	July 2024
Test New Campaign Types Goal: Leverage Google ML to get low-cost MQLs	As per Google rep recommendations, re-try performance max campaign type with longer test period, URL expansion turned on & more data signals to give algorithm better chance to hit “homerun”	August 2024
Landing Page Analytics Goal: Improve Conversion Rates	Diving deeper into any landing page insights to find incremental opportunities for conversion rate improvements	August 2024
Testing Different Ad Copy Combos Goal: Increase Quality Of Clicks By Pre-Qualifying Users	With Google recently disclosing that “ad strength” is not used by the Google algorithm to either reward or punish advertisers, we are no longer incentivized to try and fill up every single headline & description slot. This allows us to customize our messaging more and test out ad copy combinations where we have precise control over our ads, which has lead to a boost in performance for clients when we’ve tested it	September 2024

Linkedin Opportunities

	Key Recommendations	Start
Continuing to Test New Ad Types Goal: Increase Lead Volume and Engagement	<ul style="list-style-type: none">• Test messaging ads, document ads, etc. to experiment with ad types we know our competitors are using and have the potential to improve engagement	July 2024
Creative Refresh Goal: Increase CTRs and Re-engage Audience	<ul style="list-style-type: none">• Refresh creative across top performing campaigns to continue engaging our audience with new imagery and messaging.	August 2024
Audience Experiments Goal: Increase CTR and Conversion Rates	<ul style="list-style-type: none">• Test new audience types that Linkedin offers (ie. Predictive audiences, audiences based on clicks on Landing pages)• Experiment with incremental audience expansion to engage new users and expand our reach.	July 2024
Remarketing Campaign Goal: Increase CTR and Conversion Rates	<ul style="list-style-type: none">• Test new creative for remarketing• Test lead form goal for remarketing versus website visits	August 2024



| Questions?