

Neurological Brand Reaches Spanish Speakers on Reddit With A Custom DTC Audience

Click Through Rate (CTR) for Spanish language consumer audience matches strong performance of English audience

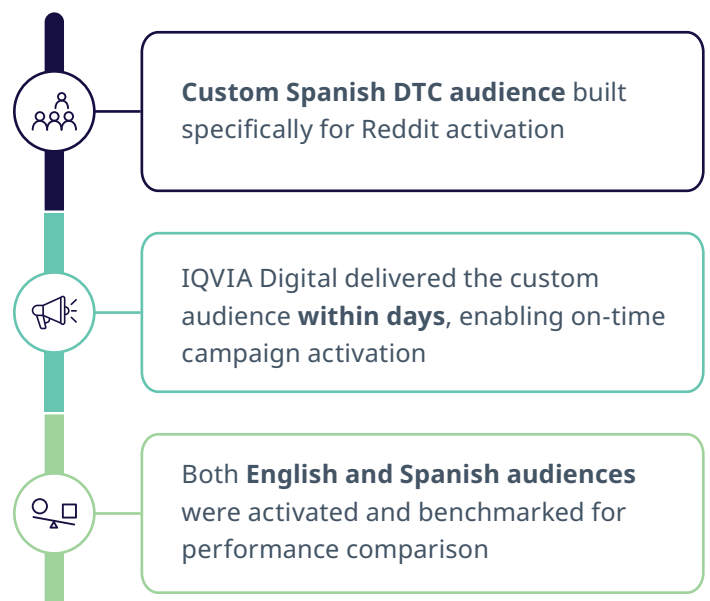
Challenge

Global healthcare media leader CMI Media Group faced a unique challenge while planning a social campaign for a prescription brand treating neurological symptoms. The campaign needed to engage Spanish-speaking audiences with Spanish language creative, a task typically handled through language filters on social platforms. CMI Media Group knew they needed an audience solution delivered to a precise Spanish language audience at scale. Adding to the complexity, timing was critical: the campaign needed to launch in sync with an upcoming awareness week for the neurological condition. Recognizing that the standard approach wouldn't suffice, CMI Media Group swiftly partnered with IQVIA Digital to develop a strategic solution.



Solution

Leveraging IQVIA's best-in-class healthcare audiences and advanced targeting capabilities, the teams acted promptly and with precision to integrate with Reddit and deliver exceptional results. IQVIA Digital built a custom DTC segment based on the criteria of Spanish speakers and anonymized consumers prescribed for a neurological drug. By delivering this consumer audience within days of receiving the request, IQVIA Digital enabled CMI Media Group to activate the Spanish segment during the crucial awareness week. After implementing the English and Spanish audiences, the agency benchmarked their respective performance.



Results

Both the English and Spanish language audiences from IQVIA Digital achieved efficient CPMs and strong CTRs. Moreover, the custom Spanish DTC audience segment attained an identical CTR as the English audience, and the respective costs per click were very similar. These consumer audiences delivered high performance during the time-sensitive campaign.

This collaboration showcased how rapid innovation and partnership can transform challenges into breakthrough opportunities.



CTR parity achieved
Spanish CTR matched English CTR



Efficient CPC and CPM
Costs remained consistent across languages



Strong campaign impact
High performance during limited window



Solved platform limitations
Targeting worked without native tools



Inclusive reach at scale
Spanish audiences reached without trade-offs



Powered by partnership
Fast collaboration enabled success

Learn how IQVIA Consumer Modeled Audiences can help accomplish your DTC campaign objectives.
[Get in touch with us today!](#)

About IQVIA Digital

IQVIA Digital powers exceptional brand experiences, delivering innovative solutions based on a customer-first, insights-driven, and integrated omnichannel vision. We provide authenticated, privacy-enhanced data and analytics, innovative fit-for-purpose healthcare technology, and the expertise to enable an effective and adaptable marketing model that drives better quality of care and patient outcomes. IQVIA is the leading global provider of data, advanced analytics, technology solutions and clinical research services for the life sciences industry.

Learn more at www.iqvialdigital.com.



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