



# Behavior-Triggered Emails Convert New Physician Traffic and Users for CME Site

Continuing Medical Education (CME) site converts 1500 new users in 3 months with IQVIA's digital research behavior triggered email technology

## Background

The client is a peer-to-peer platform that unites healthcare professionals (HCPs) from more than 190 countries to teach, share, collaborate, and ultimately improve patient outcomes. They approached IQVIA Digital to help them reach the right physician audiences to grow their user base and further their mission to democratize medical knowledge.

## Opportunity

Going into the email program, the CME site had low organic web traffic and few HCP-specific tactics in market to recruit new users, so they worked with IQVIA's team of experts to:



Direct new qualified traffic to the CME's website and enter those HCPs into a new member marketing funnel



Increase HCP registration for the CME's website and exclusive app content by reaching the right physicians with the right content at the right time

## Results

The CME site saw over **440 new physician registrations just two months after the program launched**. After **6 months, the CME reached almost 1500 in new registrations** and achieved a double digit click rate, surpassing the typical email benchmark of 1-2%.

**440** NEW PHYSICIAN registrations in two months

**1475** NEW PHYSICIAN registrations in six months

**25k+** PHYSICIANS REACHED within 6 month program

## Significance

Conversions skyrocketed at the onset of the program, proving the value of personalized engagement. By reaching physicians with timely and relevant content based on specialty, the CME and IQVIA Digital created a compelling experience that drove immediate action.

# Approach

IQVIA Digital designed a turnkey solution to help the CME acquire new users:

1

Broadcast emails were sent to 7 priority specialties with custom content to drive HCP traffic to the Figure 1 website

2

Once an HCP that was unregistered for the client's CME landed on the site, a two-wave AIM XR email campaign was triggered with a Call-to-Action (CTA) to sign up for more exclusive content



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