

First-Ever HCP-Targeted Campaign on Pinterest

With forward-thinking innovation and key user behavior insights, CMI Media Group collaborated with Pinterest and IQVIA Digital to build and execute the first-ever HCP-targeted campaign on Pinterest

Challenge

IQVIA Digital was enlisted by CMI Media Group to help raise awareness of a new pharma product by expanding reach and engagement with Healthcare Providers (HCPs) during the lead-up to and peak RSV season through educational opportunities designed to support improved patient outcomes.

Goal

Drive HCPs to educational RSV resources, converting heightened awareness into meaningful and impactful site visits.

Opportunity

In researching potential channels/platforms, CMI Media Group observed a clear correlation between a rise in searches on Pinterest and the lead-up to peak season. They also uncovered that Pinterest's user base has minimal overlap with other more traditionally used social platforms for healthcare marketing, highlighting a unique opportunity for audience expansion. This strategy would allow the client to scale its reach by incorporating an additional non-endemic social platform with minimal creative investment and maximum exposure, drive key target audiences to the site, and effectively engage HCPs who may not be active on other social platforms.



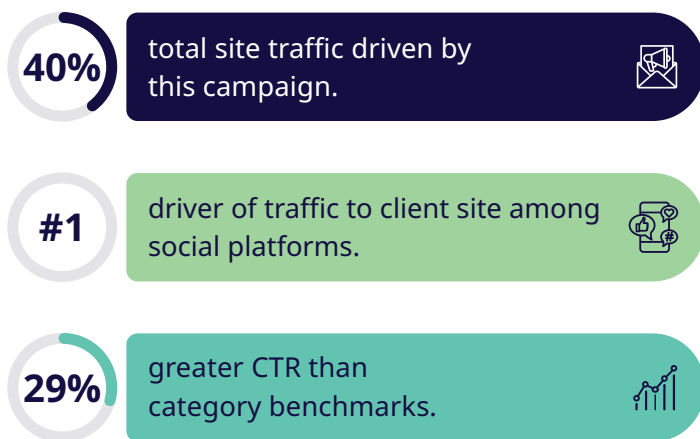
Solution

Leveraging highly relevant yet traditionally hard-to-reach HCP audiences built from IQVIA Digital datasets, and a 55% audience target match within the platform, the team successfully reached HCPs engaging with RSV content on Pinterest — a groundbreaking achievement on a non-traditional channel for healthcare marketing. By delivering tailored educational content about RSV, this initiative aimed to empower providers with insights that drive more informed treatment decisions and ultimately improve patient outcomes. Further, by repurposing video assets from existing social campaigns, the client seamlessly expanded its surround-sound marketing approach, driving further engagement and action on-site.

This groundbreaking, first-to-market activation showcased the ability to connect with HCPs in a highly relevant and underserved space, amplifying awareness and fostering meaningful engagement through informed, targeted content.



Results



Key learnings

- Speed-to-market: within just one month of concept development, CMI Media Group expertly navigated creative discussions, ensured governance and regulatory compliance with the pharma client, and collaborated closely with IQVIA Digital and Pinterest to bring the offering and campaign to life.
- Pharma-first approach: utilizing direct links and advanced targeting strategies, the campaign enabled the client to forge connections with hard-to-reach professionals during their ‘white coats off, blue jean moments’, transforming awareness into action and generating meaningful site visits and amplifying impact.

Interested in achieving similar success for your brand? [Get in touch with us today!](#)



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