

Publicis Health Media

Health & Wellness

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38%

Stronger High Value Action rate in branded campaigns with LinkedIn Audiences

92%

More efficient Cost Per Action

LinkedIn Profile targeting

How Publicis Health Media achieved a stronger High Value Action rate and more efficient CPA in branded campaigns with LinkedIn Audience targeting

The goal

Publicis Health Media (PHM) aims to provide clients with strategic solutions to grow their business. They achieve this by building innovative omni-channel campaign strategies that leverage the latest capabilities within the ever-changing digital advertising landscape. It was in this pursuit of new solutions that PHM found LinkedIn Audience targeting. The idea was to use hyper targeted ads to help their health and wellness client stand out in a crowded marketplace. Specifically, they wanted to target both patients and health care providers to drive awareness and high value actions on the client's site.

The solution

Publicis Health Media partnered with their Microsoft Advertising team to identify and target the right audiences for their health and wellness client. In their paid search campaigns, they layered on specific LinkedIn Profile Audience targeting capabilities to get their ads in front of health care providers. They expanded their reach further by also targeting "Hospital & Healthcare", "Medical Practice", and applied job function targeting for "Healthcare Service" searches across Microsoft Advertising's properties.

"Our partnership with Microsoft has been crucial in driving higher search-driven conversions while simultaneously demystifying the HCP space and inspiring new methods for reaching and engaging within that audience. The effectiveness of the campaigns underscores our ability to target the right audience accurately"

**Paid Search Director
Publicis Health Media**

The results

Leveraging Microsoft Advertising was a game-changer. The PHM team saw a 38% stronger HVA rate in Branded campaigns with LinkedIn audiences compared to campaigns with no LinkedIn Audiences. This same targeting also resulted in a 92% lower Cost Per Acquisition (CPA).

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