MedData Group

MedData Group provides **InCrowd** with highly targeted healthcare professional data for more engaged and qualified Facebook advertising

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InCrowd is a life sciences market research company with clients primarily in the BioTech and Pharmaceutical industries. Their software provides a smart, on-demand technology that allows clients to design simple surveys directed at physicians and provides the results in real time. Surveys can feature both qualitative and quantitative research questions. InCrowd's research methodology provides clients with real-time feedback from highly targeted healthcare professionals, allowing them to make decisions based on the most up-to-date and reliable information.

Challenge

InCrowd primarily services BioTech and Pharmaceutical companies who are looking to engage Healthcare Professionals, especially physicians, through market research surveys. With an increased focus on crowd development, InCrowd had been tasked with both growing their universe of physicians, and also further engaging those who already participate in research activities. The digital marketing channels that InCrowd has executed on in the past to help meet this goal include content syndication, email marketing, social media, and advertising on Facebook, LinkedIn, and Twitter. Unfortunately, the majority of these distribution channels have not provided InCrowd with the level of engagement they had sought.

However, one digital marketing channel that stood out from the rest and has shown early success is Facebook advertising. InCrowd found that physicians were engaging with their content most frequently on this channel and conversion rates were much higher compared to the other digital marketing channels. While realizing the potential for this channel, the challenge they faced was audience targeting.

By building an audience based on the limited demographic and behavioral information available on Facebook's audience platform, InCrowd saw a mix of conversions from both qualified and unqualified individuals. Knowing that Facebook advertising was a place they wanted to focus, it soon became clear to them that they needed a healthcare data partner with digital IDs who could ensure their ads were placed in front of the exact physicians they were looking to target on Facebook.

Objectives

To meet their crowd development and engagement goals, InCrowd approached MedData Group, their healthcare data partner, to provide:

- A custom audience of verified physicians on Facebook, based on a specific set of criteria
- A high level of data accuracy for more qualified physician targeting

Approach

InCrowd provided MedData Group with a specific set of demographic criteria to obtain a **Facebook custom audience of more than 100,000 NPI# verified physicians**, matched from MedData Group's database of nearly one million physicians.

MedData Group pulled the exact Facebook IDs of the physicians requested by InCrowd based on direct cookie, email, and multi-point matching, and seamlessly pushed this anonymized data to InCrowd's Facebook advertising platform using their unique and exclusive process. The data was then segmented into groups on Facebook based on the campaign's needs. InCrowd was then able to use these custom audiences as their primary form of Facebook targeting.

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— **Danielle Schroth,** Director of Crowd Development.

Results

After running the campaign for just **60 days**, InCrowd's advertising generated hundreds of qualified conversions, who completed a registration form on InCrowd's website. InCrowd's Director of Crowd Development has found exceptional value in both the quality of the Facebook data received, as well as the level of engagement from the physicians who were targeted. "Facebook advertising has by far been our most successful digital marketing campaign for helping us achieve our goals in audience engagement and growth. While we saw traction in our early Facebook campaigns, where we used Facebook's audience builder tool, having the ability to target the exact physicians we need, using MedData Group's digital IDs, has produced greater success for our campaigns for both the number of new registrants received and the quality of each registrant. MedData Group's Facebook data targeting has given us the confidence we need to know we're reaching the right physicians," Danielle Schroth, Director of Crowd Development.

Now with the ability to let an easy-to-use and successful digital marketing initiative like Facebook advertising essentially run on its own, **InCrowd's crowd development team has saved time, produced better marketing results, and has become more efficient overall with their marketing programs.**

If you're interested in Facebook advertising and are looking to target a specific group of healthcare professionals, contact us today **to find out how to leverage MedData Group's digital IDs for your digital advertising needs:** sales@meddatagroup.com.

About MedData Group:
MedData Group provides a wide range of data solutions for providers of pharmaceuticals, medical devices, healthcare technology, professional services, medical education, publishers, and others looking to identify and engage with professional healthcare audiences. We offer an extensive portfolio of highly flexible, cost-effective data products and platforms that allow for sophisticated and accurate segmentation of target HCP audiences and provide multi-channel engagement solutions. Our database of over 2 million healthcare professional records including email, digital ID, clinical behavior (Dx/Px), and dozens of other demographic, firmographic, and professional fields is constantly being verified, enriched, and updated to fuel your interactive marketing campaigns.