

CASE STUDY

Reaching a Niche Professional Audience Efficiently and Effectively

How Q1Media raised awareness and drove form submissions for a B2B campaign.

Campaign Quick Facts

1.1M
Impressions
Delivered

4K
Clicks

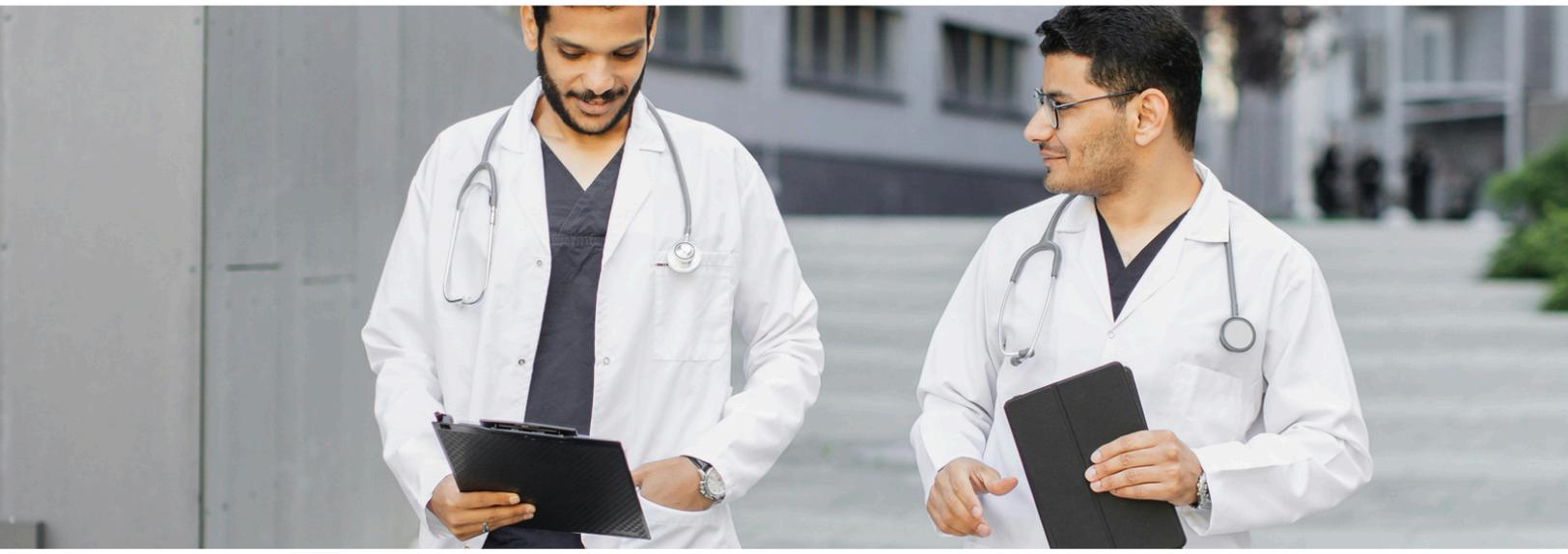
150+
Form
Submissions
During Campaign

42%
Users Driven
to Microsite



Here's What Our Client Has to Say

Q1Media provided us with the ability to hyper-target our audiences and deliver our messages effectively and efficiently. Q1Media worked closely with us to understand our strategy and then built a campaign to precisely target priority stakeholders around an event and reach them multiple times, which was essential in raising awareness about our campaign.

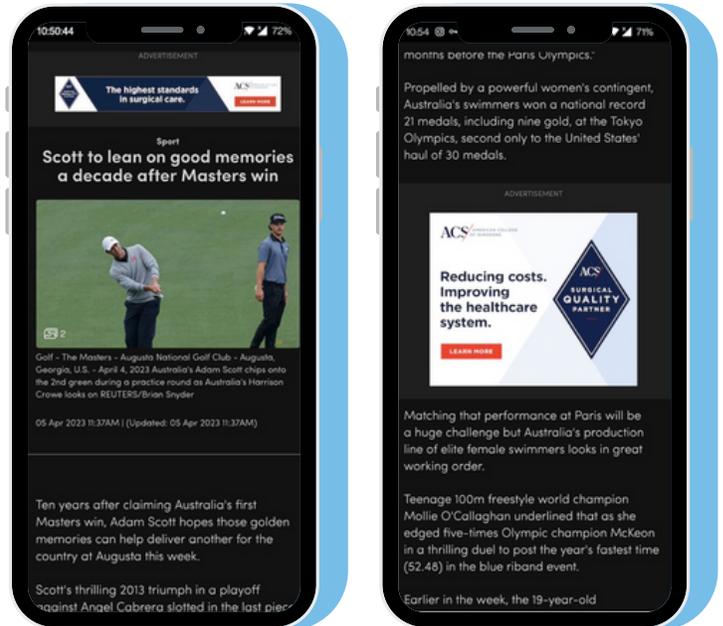


About the Client

A professional medical association for surgeons and surgical team members dedicated to improving patient care.

The Campaign Goal

Increase interest in high-quality surgical programs among priority stakeholders and drive adoption within hospitals.



Sample Creative

Strategy

The client launched a microsite with a robust information form to coincide with a conference for C-suite healthcare professionals and surgeons.

To reach the target audience and drive them to the form, Q1Media executed a mobile device ID and IP address retargeting campaign. Precise polygons were drawn around the conference venue and select hotels to capture attendee device IDs during the event. Targeted banners, interstitials, and pre-roll video ads were then served to those mobile devices during and after the conference to raise awareness for the programs.

Additionally, IP matching and targeting allowed the client to reach conference attendees on their desktop devices, which historically yielded higher form completions.

Results + Success

Q1Media delivered over **1.1M impressions** (23% of total campaign impressions) and **over 4,000 clicks** (26% of total campaign clicks). Additionally, Q1Media drove **3,000 active users** to the client's microsite (42% of all active users). The campaign proved successful, with ads consistently performing above platform benchmarks and the microsite capturing **150+ form submissions**.