

# Case Study

## 3M

**3M** Science.  
Applied to Life.™





# Reaching decision-makers in healthcare

3M launched an international display campaign to increase awareness of its wound therapy and medical products. The focus was on professionals directly involved in decision-making within hospitals and home care organizations.

Given the highly specialized nature of this audience, relevance was key: the right message, delivered to the right people, in the right context.







# Healthcare professionals are hard to reach

Hospitals and home care organizations operate complex decision-making structures with multiple stakeholders involved. Generic campaigns fail to resonate because they do not align with the professional reality and information needs of healthcare specialists.

The challenge was to reach only the relevant decision-makers and ensure the message appeared at moments and in environments that reinforced professional credibility.



# From banner to **conversion**, at exactly the right moment.



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Efficiënte behandeling van gesloten incisies – kies Prevena.

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**Bescherm gesloten incisies – minder ligdagen, meer resultaat.**



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Voorkom postoperatieve complicaties, bespaar op kosten — kies Prevena.



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Kies voor Prevena: dé beste bescherming voor uw incisie.

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Efficiënte behandeling van gesloten incisies

kies Prevena.

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# Targeted reach with contextual relevance

Techads deployed a combination of geographic targeting, LinkedIn targeting, conceptual targeting, and retargeting. Geographic targeting enabled precise reach of hospitals across the United States, Canada, Western Europe, and Scandinavia down to the square meter.

LinkedIn targeting was used to select specific job titles such as vascular surgeons, wound care specialists, wound nurses, and community nurses. Conceptual targeting ensured ads appeared alongside relevant content about healthcare, medical innovation, and wound therapy on internationally recognized platforms. Retargeting kept the message top of mind among visitors to the 3M website and encouraged repeat engagement and conversion.





# Results

**8.731.017**  
Impressions

**2.611**  
new leads

**974**  
converted leads



# Kickstart your campaign.

## Contact.



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**“Invest in technology, before your competitor does.”**

Eduard Nandelall  
CEO