

SUCCESS STORY

Pfizer

Connecting for Health

CLIENT

Pfizer is one of the world's premier bio-pharmaceutical companies focused on discovering, developing and providing over a hundred different types of medicines, vaccines and consumer healthcare products to help save and improve the lives of millions of people around the world.



168%
EXCEED ANTICIPATED
RESULTS BY

1,685
REGISTRATIONS

OBJECTIVE

Pfizer wanted to generate brand awareness and encourage the highest number of qualified people to register for a highly specialized online seminar in the space of a week.

STRATEGY

Adglow worked with Pfizer to develop a strategy to generate registrations for their seminar.

Pfizer's marketing agency Digitaylor approached the project by identifying a target audience with medical interests and further segmented the group to define appropriate targets.

Adglow used its unique platform ADAM to implement Lookalike audiences of those with similar characteristics and traits to people who had already registered for the online seminar. Setting up the audiences meant Adglow were able to expand the campaign reach and encourage more registrations.

The ad format used for this campaign was Post Link Ads which allowed Adglow and Digitaylor to test multiples calls-to-action which helped the campaign to surpass the client's expectations and obtain the most leads for the lowest cost.



"Adglow is a true business partner. It was able to obtain 200% more subscriptions than the original goal we set. Adglow's team implemented digital transformation tools and solutions that we've not used before and in so doing, exceeded our expectations."

Diego Muñoz Digital Marketing Director of Digitaylor