



Medtronic targets diabetes audience segments through specialised digital advertising

Medtronic, a fast-growing Australian healthcare technology company providing groundbreaking healthcare technology solutions for complex and challenging conditions wanted to target diabetes sufferers with their new range of products. They partnered with Bench to develop expert digital strategies across multi channels using various data segments.

Strategy

- ✓ **Leveraged Bench’s media partners** for precise diabetes audience segments.
- ✓ Since January, 2022 Facebook doesn’t allow detailed targeting options related to sensitive health topics so **Bench used lookalike audiences, retargeting and 1st party data** to create new audience segments.
- ✓ **Diabetes campaigns** targeting specific audiences through digital channels including native, social and Digital out-of-home (DOOH).

Results



9.3M

Impressions of display, native, social & DOOH



239%

Increase in conversion rate uplift from **paid social campaigns** when adding contextual & video ads.



39%

Increased conversion rate uplift from **paid search campaigns** when adding contextual & video ads.



1.92%

Click-through (CTA) from **social advertising**.



1,370+

lead form completions.

Medtronic

*"Bench used data partners to create niche audience segments for us and delivered multichannel digital advertising which resulted in **over 1,200 form completions**"*

Kiran Buckman, Senior Digital Marketing Lead, Medtronic