

*"In the heavily restricted and regulated pharmaceutical industry, you need partners that will listen to you and understand your specific challenges. Taboola was instrumental in helping us optimize our creative execution while adhering to all codes and regulations. Taboola's ability to identify top-performing ad visuals and copy for our campaign also helped maximize our investment and deliver optimal results. Overall, we've been very happy with our Taboola partnership."*

- **Gary Pattison**, Founder and Director,  
Health IQ Communications



HEALTHCARE

**Health IQ Communications  
Increases Leads at 41% Lower  
CPA with Taboola Native  
Ads**  
**Taboola Enhanced CPC**

47%

Decrease  
in CPC

41%

Decrease  
in CPA



## COMPANY

**Health IQ Communications** is a medical marketing, medical education, and health communications business creating bespoke programs around clients' opportunities and challenges.

## CHALLENGE

Help a pharmaceutical client generate leads among a specific audience for a disease awareness campaign.

## SOLUTION

Reach audiences across top publisher sites with **Taboola** native ads, using **Taboola** Attentive Audiences to retarget engaged users.

## RESULTS

With **Taboola**, **HealthIQ** helped their client achieve a **47% decrease in CPC and 41% decrease in CPA** from April 2022 to August 2023.

**Health IQ** Helps Client Increase Website Traffic and Leads with **Taboola** Campaign.

## Introduction

**Health IQ Communications**, based in Australia, is a medical marketing, medical education, and health communications business creating bespoke programs around clients' opportunities and challenges.

**Health IQ** delivers omni-channel communication plans to healthcare professionals, healthcare providers, and consumers in all areas of health and wellness.

**Health IQ** is committed to crafting innovative solutions and programs that genuinely impact the lives of the patients they serve. They reach spans across the UK, Australia, and the wider APAC region.



## Health IQ Targets Audiences Across the Open Web with Taboola Image and Motion Ads

**Health IQ Communications** was working with a pharmaceutical client to launch and promote a disease awareness campaign. Their goal was to target people with a range of particular clinical symptoms and encourage them to visit a disease specific website. There, visitors could complete a short quiz about their symptoms, download their results, and receive information about contacting healthcare professionals for advice and support.

The strategy was clear: **Health IQ Communications** simply needed the appropriate channels to share their messaging and connect with their target audience.

That's where **Taboola** came in.

As a leading content recommendation platform, **Taboola** helps advertisers and agencies tap into a network of 600 million daily active users across 9,000 premium publisher sites. **Taboola** also culls data from millions of customer interactions to identify the top-performing creative assets and optimize campaigns in real time.

For this disease awareness campaign, **Health IQ** worked with their **Taboola** team to build Image and Motion Ads that

engaged target audiences in brand-safe environments and drove users to a dedicated landing page. Throughout the campaign's run, **Health IQ's Taboola** account manager helped the agency pinpoint creative trends and best practices to optimize their ads and maximize results.

## Health IQ Achieves 47% Lower CPC with Taboola Native Ads

**Health IQ** also leveraged the **Taboola** Pixel to identify users who already visited the client's site and engaged with their content. By automatically gathering this data, **Health IQ** was able to easily re-target these existing users with **Taboola** ads, motivating them to complete the landing page quiz and move further through the funnel.

The results exceeded expectations. With **Taboola**, **Health IQ** helped their client achieve a **47% decrease in cost-per-click (CPC)** along with a **41% decrease in cost-per-acquisition** from April 2022 to August 2023. **Taboola** also helped **Health IQ** generate a competitive visible clickthrough rate (vCTR) and conversion rate for their client — meeting their goal of driving high-quality leads at more efficient costs.

After the success of this campaign, **Health IQ** is now helping other healthcare clients expand their reach and enhance performance results with **Taboola**.