

Sponsored Content Delivers 31K+ Page Views For Healthcare Diagnostics Client

OVERVIEW

A medical diagnostics client aimed to raise awareness among healthcare professionals and business leaders about the importance of antibody testing in Covid-19 response. Their goal was to position antibody testing as a key tool for policy and workplace safety decisions.

APPROACH

Postmedia launched a two-part sponsored content campaign on National Post Health, supported by print, native ads, and targeted Facebook amplification. A custom microsite offered “Antibody Testing 101,” explained benefits, explored policy impacts, and included a call-to-action to consult a healthcare provider. Retargeting and audience segmentation ensured the content reached healthcare, frontline, and wellness audiences.

CONCLUSION

The campaign achieved exceptional engagement. The two articles generated 31.4K+ page views — 32x the industry benchmark — with an average of 4.2 minutes spent on page, double the benchmark. Story two became Postmedia’s strongest sponsored content story, with nearly 12% of readers sharing it and a 92% engagement retention rate. Native ads achieved a 0.97% CTR, digital display 0.41% CTR (4.6x benchmark), and Facebook engagement reached 9.04% — nine times the norm. A print feature further extended reach to 1.2M readers.

31.4K+

PAGE VIEWS ON SPONSORED
ARTICLES
32x benchmark of 1K*

9.04%

FACEBOOK ENGAGEMENT
9x industry benchmark of 1%

4.2 min

AVG TIME ON PAGE
2x industry benchmark of 2.2 min

*Benchmarks are industry averages.

