

Achieving 202% Increase in Leads For Healthcare Insulin Client

OVERVIEW

Insulin pumps are used by a small portion of Canadians living with Type 1 Diabetes — only about 10% of the 300,000 affected. The client wanted to raise awareness of the Omnipod system, which offers a unique value proposition for active adults and children, and is less well-known than competing systems.

APPROACH

Postmedia developed a targeted, integrated digital strategy to reach this specific audience. The campaign centered on programmatic display, testing multiple creative variations to communicate the benefits of the Omnipod system. Precision targeting included Google audience segments, search keyword targeting, and visitor lookalikes, which improved clickthrough rates and cost-per-click. Supporting tactics enhanced reach and engagement: custom social display audiences were built based on location, demographics, and user interests, driving multiple touchpoints to reduce cost per lead. Content stories were served to users who engaged with social display ads to nurture awareness and conversion opportunities. Paid search campaigns for branded keywords like “Omnipod” and “multiple daily injections” ensured visibility among high-intent audiences. Weekly review and measurement allowed optimization of cost-per-lead and acquisition.

CONCLUSION

The integrated programmatic campaign delivered outstanding results. Overall leads increased by 202%, while cost per lead dropped 24%. On average, the cost per lead was 54% below the corporate target compared to the previous year’s paid search-only campaign. By combining programmatic precision with supporting social, content, and search tactics, the campaign effectively raised awareness of Omnipod and drove high-quality leads among a very targeted audience.

202%

INCREASE IN OVERALL LEADS

24%

REDUCTION IN COST PER
LEAD

54%

COST PER LEAD BELOW CORPORATE
TARGET

