

Digital Angels

LO.LI. pharma

Nielsen Audience Activation on Social Campaigns

Challenge

Lo.Li Pharma is an Italian pharmaceutical veteran. As part of its offering, the company developed Inofolic: a supplement containing myo-inositol and folic acid. Developing digital campaigns for pharma brands is often challenging, as the products focus on a very niche audience that can be difficult to reach online.

Lo.Li Pharma set the goal of the campaign to increase the brand awareness of Inofolic within the professionals in the Italian health sector. Digital Angels was tasked to create a brand strategy focusing on reaching this specific group online with a clear message.

Strategy

The audience-driven campaign was executed on social networks. Formats included display and video, each consisting of different creative assets and with their own KPIs:

- The display ads on the social media platform aimed to boost traffic to the brand's website
- The video ads were meant to increase brand awareness

Digital Angels collaborated with Nielsen to build audiences of these professionals in the pharma industry. The targets were split into two groups: **health medicine** and **health professionals**. These were set up in different line items to compare the results against those of other audience providers.

Nielsen audiences performed very well in both social campaigns.

- The display ads achieved an excellent average click-through rate (CTR)
- Video ads resulted in a strong view through rate (VTR)

About Lo.Li. Pharma and Digital Angels

Lo.Li. Pharma (Rome)

Lo.Li. Pharma provides doctors effective tools supporting their clinical practice. The company is dedicated to developing the medical devices and food supplements to improve the quality of life.

Digital Angels (Rome, Milan)

Digital Angels is a leading advertising agency specialized in digital marketing, social, media planning, strategy, SEO and data analytics services.



www

95%

Uplift in CTR vs. other audience providers



66%

Average VTR for social video formats

“We tested Nielsen audiences to reach qualified health targets on multiple platforms and maximize the results of our video campaign. Overall, we were really impressed by the outcomes in terms of both video views and traffic on our company's website”



Gaia Al Mudarris,
Communication Manager,
Lo.Li. Pharma

“We are very happy that the Nielsen audiences helped us target health professionals on Facebook in an easy and effective way. We will for sure consider Nielsen again in the future to improve our audience targeting for social campaigns.”



Aurore Claverie,
Account Manager,
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