



Care about CTR?
Select content formats
that enhance UX.



The BulletinHealthcare data team crunched the numbers to help advertisers select the best format for their messaging. Below are our recommendations based on top-performing ad creatives.

Marketers have long understood that customer experiences impact business outcomes. So, naturally, companies have optimized their digital practices to ensure that users have a positive brand interaction. This emphasis has given consumers easier access to the products and services that we feel we benefit from most, improving our lives in the process.

This optimization for positive user experience extends to digital advertising, where, for example, marketers have learned that consumers find native content more useful and engaging than other advertising formats, such as annoying pop-up windows or clickbait websites.

But what happens when the end user is a physician?

At BulletinHealthcare, we are constantly enhancing our products to ensure a smooth physician-reader experience. And since our engagement data can help our advertising clients do the same, we thought we'd share some insights from a recent analysis.

The Inquiry

The BulletinHealthcare data insights and analytics team evaluated the various advertising formats we offer — standard IAB ad sizes, text ads, and our native ad unit called Advertiser Supplied Content — and performed a side-by-side comparison of every format's performance across all campaigns that ran in AMA's *Morning Rounds* during 2018. The team limited its analysis to a single, large briefing so that our results would be as comparable as possible across all campaigns — which include different ad creative and messaging for each client.



Native Advertising



Display Ad
300x250



Display Ad
160x600



Display Ad
728x90

The Findings

Our team found that across hundreds of thousands of ad impressions, the two ad formats that clearly generated more click performance are our native ad offering, Advertiser Supplied Content, and the 300x250 ad format.

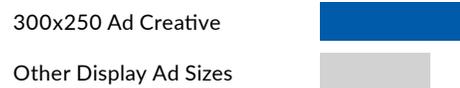
Advertiser Supplied Content generated 100% more clicks on average than all other formats.

CLICKS ON AVERAGE



300x250s generated 25% more clicks than other formats.

CLICKS ON AVERAGE



The Analysis

Why did these two ad formats outperform the rest? That's a tricky question to answer given the limitations of our data, but our team has some clear thoughts.

For Advertiser Supplied Content, the increase in clicks is substantial, suggesting that this format is preferred by our physician readers. Anecdotally, we know that

physicians prefer educational material, especially information from clinical trials or scientific evaluations from reputable sources. This format requires advertisers to use material of educational value, naturally complementing physician preferences.

In the case of the 300x250, it may be that physicians are visually attracted to this conventional ad size. But the more likely scenario is that 300x250 simply renders more favorably on mobile than other ad sizes, improving the reader experience and increasing the ad's visibility on the screen.

The Bottom Line

Regardless of why these two ad formats perform better on average across large swaths of the BulletinHealthcare audience, the fact is that they do. And although our formal analysis did not include all our healthcare association briefings, we can confidently say that based on our experiences, the trends we observed in AMA's *Morning Rounds* hold true across our physician network.



So, if your brand values click-throughs, we strongly recommend that you prioritize these two ad formats. We suggest that your creative team designs multiple ad creatives in the 300x250 size, so we can rotate that size more heavily than others – or eliminate other display ad sizes altogether.

Almost every ad campaign includes some 300x250 creative, but native advertising is more unique. That's why we have a dedicated content team available to help our advertising clients – at no additional cost – turn relevant clinical study data, case studies, KOL presentations, webinars, and other educational material into Advertiser Supplied Content, our native ad unit.

For questions, more information, or to discuss an advertising campaign, please email advertise@bulletinhealthcare.com.



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