

OX6 AWARD

**How Becker's Healthcare Used
Dynamic Content to Target Their
Welcome Series & Drive
Conversion**



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The Goal

Through an introductory welcome campaign series, our primary focus is to help provide an overview of the variety of Becker's content offerings to our new readers, which is in turn helping to motivate:

- Continued eNewsletter growth through having readers self-select their eNewsletter preferences
- Increased conversions (form fills) for our webinar and white paper learning opportunities
- Increased conversions and attendance for our live and virtual event opportunities
- Continued podcast listenership growth across our flagship and niche lines



omed

The Audience

Any reader who has entered the Becker's database within the past 3 days and who has a valid email address present. Users can enter the system through a variety of means and/or engagement with our content, so this helps explain all that Becker's has to offer to all of the different audience segments we reach. Furthermore, provided that we have title information on a contact, we have built in dynamic content that adjusts specific offerings based on what would line up with a contact's interest. Corresponding to our most common and important audience segments, we present E-Newsletter, lead gen, event and podcast offerings that align with the following topical areas:

- Leadership
- Finance
- Clinical
- Health IT
- Dental
- Payer

If we do not have this information available for a contact, we rely on a "default" content tag that gives a more general overview of the resources and directs readers towards sign-up pages or preference selections for those offerings so that users can view the full slate and make their own determinations on what would be relevant to them.



The Strategy

Through a month long odyssey sequence, new readers receive weekly emails that educate them on:

- Our E-Newsletters
- Our lead generation (webinar and whitepaper) programs
- Our live and virtual event programs
- Our podcast lines

The Strategy

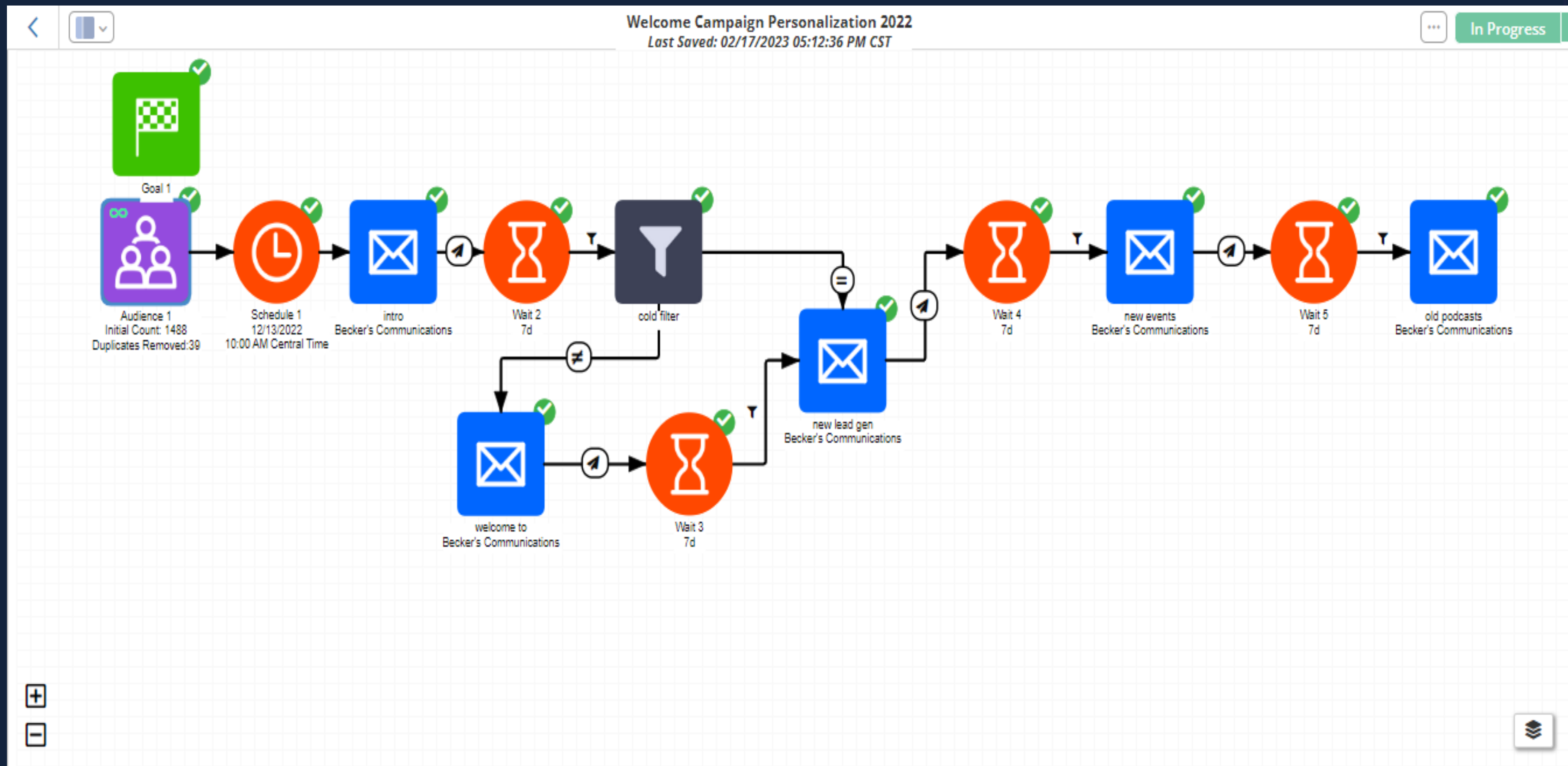
Through demographics established in Omeda's audience builder, we are able to embed dynamic content within the email sequence that tailors sectioned content to the unique interests of each reader based on their job title/role.

To us, the highest level of engagement that we value out of a customer is engagement with one of our forms, predominantly for either a webinar/Whitepaper learning opportunity or signing up for one of our live/virtual events.

Once a user has completed this action, we move them out of the Odyssey via a goal element connected to any form fills, captured by an Audience Builder query.



The Details



Actions ▾ Show structure Help

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CONTENT ROWS SETTINGS

- PARAGRAPH
- IMAGE
- BUTTON
- DIVIDER
- SOCIAL
- DYNAMIC CONTENT

Select template to load: Choose File No file chosen

Cancel Apply Apply and Close

Results

5,000 new contacts,
generating 1,000 signups
monthly with 4% CTR

Over 1,000 new audience
members, driving
additional signups for
promoted assets

Over 26,000 form fills
in 2023

Does not require active
management - saves time
and money!

Questions?