



CASE STUDY

# Optimizing Patient Direct Marketing in Insomnia

## Business Objective

A brand team sought to directly engage patient interest in their insomnia product. Direct marketing material reached the target market but led to little engagement and very little action. The team needed to understand which messages were being noticed, and A/B testing had not found a solution. In addition, the team needed to maintain engagement long enough to achieve the call to action.

## The ThinkGen Solution

Patient marketing communications are surrounded by clutter that requires breakthrough in order to exert influence. ThinkGen's research objective was to identify the messages that initiate engagement, and determine which messages keep patients' attention and motivate action. The research consisted of two steps.

### Step 1: Capturing Initial Interest

In this step, ThinkGen was seeking a measured breakthrough – in addition to the standard diagnostics like relevance, credibility, and motivation. Participants were first shown messages in real-life context to assess breakthrough. They were then shown all messages to obtain the standard feedback:

- Relevance, credibility
- Motivating, compelling
- Questions raised



## AT A GLANCE



### Methodology

Qualitative; Participants were first shown messages in real-life context to assess breakthrough, then shown the sequence of creatives in the story's order to assess interest and motivation.



### Stakeholders Recruited

Insomnia patients



### Countries

United States



### Therapeutic Area

Neurology



## Step 2: Maintaining Interest & Motivating Action

Once patients entered the storyline, they assessed whether the story elements keep their interest and whether they motivate action. Participants were then shown the sequence of creatives in the story's order to assess interest and motivation.

At each step along the way:

- Does it catch and keep their interest? Will they continue or abandon?
- Is motivation building, to the point where they will take action?
- Is the story sequence working?

Here, ThinkGen included eye tracking for a sub-segment of participants to measure a heatmap of where the eyes go, the percentage who saw the element, and the time it took to notice (measured in seconds).

## Results

ThinkGen's message breakthrough diagnostics identified some key findings, including:

- Which messages broke through the clutter and which ones were passed over in favor of competitor creatives and why patients found these messages interesting.
- The banner ads focused on concepts more along the lines of those that achieved breakthrough and as a result, more patients responded to outreach.
- The analysis of the storyline showed that interest waned earlier than abandonment statistics had suggested and explained why some elements were more interesting than others.



## Summary

**The insights ThinkGen provided allowed the clients' agency to bolster the weaker parts of the story and move the calls to action earlier, when interest was still maintained and motivation peaked.**



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