



Care about CTR? Select content formats that enhance UX.



BulletinHealthcare

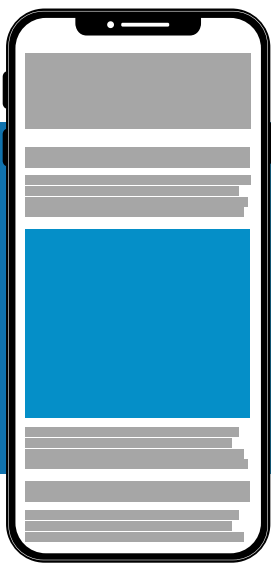
The BulletinHealthcare data team crunched the numbers to help advertisers select the best format for their messaging. Below are our recommendations based on top-performing ad creatives.

Over the years, BulletinHealthcare has executed thousands of advertising campaigns aimed at healthcare providers (HCPs) through our association e-newsletters. This extensive experience has provided us with valuable insights into what engages HCPs, and what doesn't. Among the factors we've studied, ad format stands out as one that advertisers can easily control.

To assist in optimizing ad performance, the BulletinHealthcare data team has analyzed our extensive campaign data, enabling advertisers to choose the most effective format for their messages.



Advertiser Supplied
Content



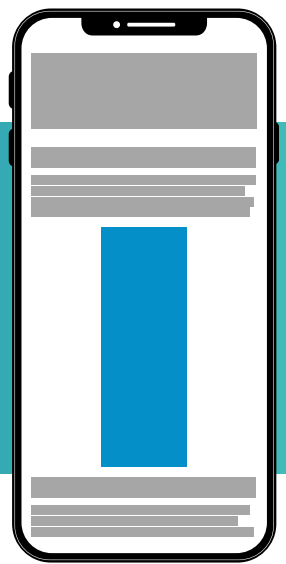
300x250
Display Ads



300x250
Video Ads



728x90
Display Ads



Oversized ISI
& BlackBox

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.

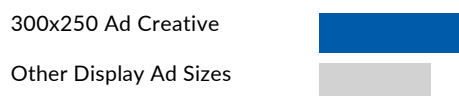
Advertiser Supplied Content generated 100% more clicks on average than all other formats.

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 HCP readers. Anecdotally, we know that HCPs 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 HCP preferences.

In the case of the 300x250, it may be that HCPs 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.



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.



Delivering essential medical news for an informed and empowered
healthcare community.

BulletinHealthcare.com

1785 Greensboro Station Pl, 8th floor
McLean, VA 22102