



VIRTUAL CONGRESS  
3-5 February 2021

## DIGITAL REMARKETING and LEAD RETRIEVAL

Take advantage of amplified visibility by reaching over 100,000 EAHAD potential attendees.

The all-in-one digital remarketing and lead retrieval packages allow you to:

- ✓ Display sponsored digital content to potential attendees to drive more traffic to your sponsored session or exhibitions
- ✓ Send notifications to relevant attendees
- ✓ Collect and sort leads easily
- ✓ Receive full lead retrieval reporting and metrics tracking results
- ✓ Quantify the success of your event participation like never before!

### Sponsor Lead Generation through remarketing

Engage your targeted audience by displaying banner adverts across the web to those active potential attendees, doctors and health care professionals who have visited the EAHAD 2021 Virtual Congress website as well as MCI's extended field-specific digital audience pools.

#### Benefits

- ✓ Reach your active target audience and drive visits to your virtual symposia / white paper / product information prior to the event
- ✓ High number of impressions and visibility of your brand
- ✓ Inform attendees and relevant medical professionals about your company
- ✓ Use call to action buttons on the banner ads to boost results
- ✓ Get trackable results on your ROI
- ✓ Ads can be segmented for region, country or city depending on goals
- ✓ Marketing advice on creating effective ads and landing pages for lead generation and brand awareness

Reach your target audience in the fields of Haemophilia and bleeding disorders

Communicate directly with the EAHAD audience

## Who is the target audience?

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#### Reach over 100,000 potential attendees\*

- ✓ The EAHAD Virtual Congress website is supported by a full marketing plan with significant investment in digital advertising to drive potential attendees to the website
- ✓ With digital remarketing, sponsor banner ads will appear to potential attendees while they are browsing the web
- ✓ As soon as anyone new reaches the EAHAD Virtual Congress website they will start to be targeted, so this data pool is constantly growing
- ✓ MCI has access to extended digital audience pools across various fields
- ✓ Sponsor banner ads will also be shown via social channels to targeted contacts within the database
- ✓ We can target the entire database or a specific region and subspecialty depending on your requirements



### Package includes:

- ✓ Consultation with the digital marketing team to maximise ad performance and establish a sound strategy.
- ✓ Design of a single message in a set number of the most appropriate sizes to fit across channels,
- ✓ full digital marketing setup, management and reporting for the duration of the campaign.
- ✓ The marketing team will advise and oversee the creation of a landing page to convert actions to leads or direct clicks to a specific page on the sponsor website. This allows you to further communicate with the person via a sign-up or invitation etc. (design of the landing page can be provided at an additional cost if sponsor cannot create the page).
- ✓ Consultation with the lead retrieval team on targeted keyword matching for simplified lead report sorting and ranking.
- ✓ Lead retrieval reporting with benchmark comparisons.

### Deliver a specific message of your choice to a highly targeted audience

**How does it work?** Once a potential delegate visits the EAHAD 2021 Virtual Congress website they will start to see display ads while browsing the web and social networks. These will be seen across all devices such as phone, laptop, tablet. The campaign structure is flexible and can be customised based on your digital marketing goals.

### Measurable results

**Return on investment** clearly shown through trackable results

All results will be reported with insights and monitoring after the campaign.

- ✓ The number of times the banners were seen
- ✓ The number of times users clicked on the ads
- ✓ Geographic reach
- ✓ The number of conversions on the landing page

[We guarantee over 100,000 impressions](#)

FOR MORE INFORMATION

Please contact us at [eahad@mci-group.com](mailto:eahad@mci-group.com)

