DRAKO +

KEEP YOUR FINGER ON THE PULSE.

How Drako re-engaged attendees of a medical event while uplifting its brand recognition and identity.

THE ASK

Drako was approached to follow up with attendees following a medical event and encourage them to engage with similar upcoming events. Additionally, we were asked to measure the impact of our campaign through a brand lift study.

KEY TAKEAWAYS

This campaign showcased Drako's ability to not only measure the success of a campaign, but also its impact on viewers through a brand lift study. By surveying users following the campaign, we were able to learn more about the campaign's Awareness and Ad Recall, and highlight which groups most strongly identified with the campaign's messaging.

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CUSTOM DRAKO AUDIENCES

Our campaign leveraged CRM data provided by the client alongside Drako Extensions to increase our relevant reach. Although we began with a static list, we were able to build out three dynamic audiences that went far beyond the limitations of traditional CRM.

AUDIENCE SOLUTIONS

1 EVENT ATTENDEES

Drako created an audience of specialized medical event attendees based off of a list the client shared with us. Throughout the campaign, we continuously added in new devices attending this year's event, ensuring that our audience was constantly growing and reflecting real-time attendance.

2 WORK EXTENSION

Using our proprietary Extension technology, we expanded our reach to include colleagues, coworkers and student peers of the event attendees themselves. This audience allowed us to reach prime candidates in the healthcare industry, an ideal audience for messaging related to recruitment.

3 SOCIAL EXTENSION

Using our Social Extensions, we were able to build a tertiary audience of friends and acquaintances of event attendees who are interested in medicine, science, and academia. This Social Extension audience allowed us to grow our reach outside of the core medical community, making it an important component for the brand lift.

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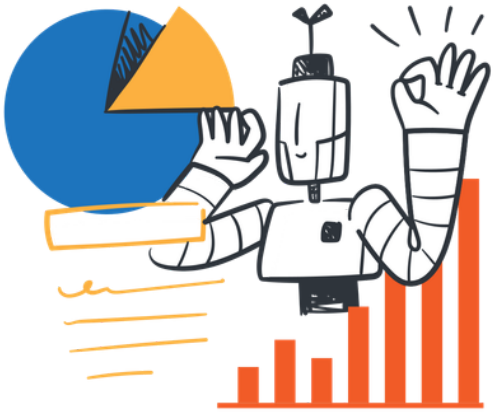
RESULTS

The campaign performed extremely well across its two flights (Q4 + Q1/Q2). Both flights shattered the industry benchmark Global CTR of 0.08%, with additional strategies like Audio and Video Completion Rate also exceeding industry standards.



CAMPAIGN INFORMATION

Q4 2024, Q1-Q2 2025

Q4: $193,000
Q1-Q2: $225,000

DISPLAY, OLV & AUDIO (STREAMING, PODCAST & NPR)

BRAND LIFT PERFORMANCE

6.1% LIFT
Adults aged 25-44 (Q4)

4.1% LIFT
Adults aged 55-64 (Q1 & Q2)

4.1% LIFT
Adults aged 35-44 (Q1 & Q2)

5.3% LIFT
Household Income less than $25K

10.8% LIFT
NPR Audio

5.6% LIFT
Social Extension Audio

TL;DR

This campaign helped generate significant buzz for the upcoming iteration of the event, and we can prove it. On top of breaking every industry benchmark, our brand lift study revealed that user groups with less prior exposure (Social Extension), students (HHI under $25K), and Audio listeners noticed the campaign's impact more other polled demographics.