TRENDMD NATIVE ADVERTISING

Native Advertising for the Healthcare and Pharmaceutical Industry

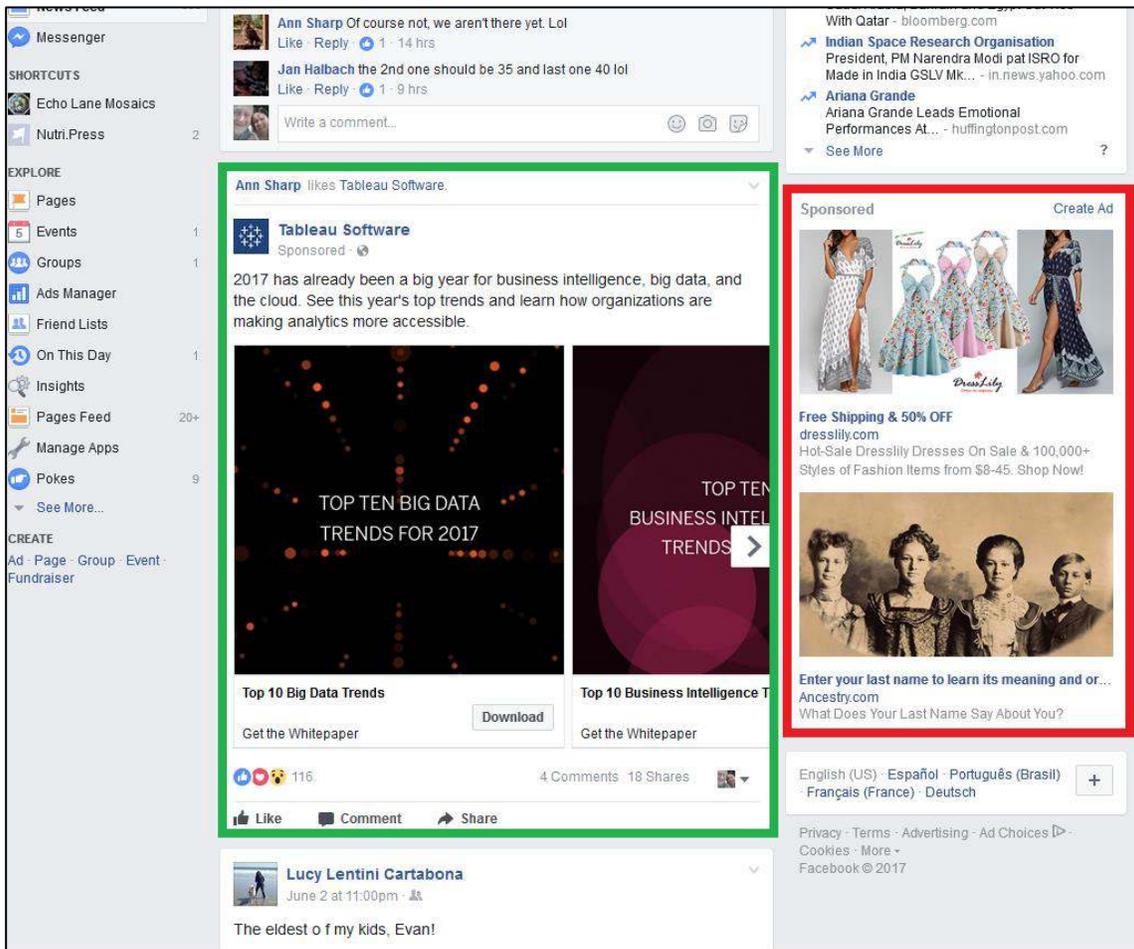Prepared By: Renee Kennedy, Director of Analytics
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What is Native Advertising?

Native advertising is non-disruptive, sponsored ads that flow with the textual or visual content of a website. It is non-disruptive because it is of interest to the visitor, and potentially enhances the visitor experience.

Social media platforms, like Twitter and Facebook, use this type of advertising in the normal pattern of their feeds. The "ads" can be liked, shared, and commented on just like any other content or posts that appear in the user feed.

The three main features of native advertising:

1. **Flows within the feed or main content area of the website:** In the example below from Facebook, the sponsored content in the green outline is native; it flows within the main user feed. Whereas, the sponsored ads in the red outline is outside of the feed or main content area.

2. **Content of the ad is of interest to the user:** It should be noted that the native advertising shared below is of interest to the person who shared it, as well as the person it is being shared with. Both users are Facebook friends, analysts, and use the product (Tableau Software) sponsoring the advertisement.

3. **Links to content**: Rather than the ad linking to a product, catalogue or directly to a purchase, the ad links to a whitepaper or article that may enhance user experience. In the case below, the information is hard to resist for a marketing analyst, "See this year's top trends…"

How TrendMD Works

TrendMD is a native advertising widget specifically designed for healthcare publishers. TrendMD delivers relevant and timely content to professional healthcare providers across over 3,600 scholarly medical and scientific journals. TrendMD's sophisticated content recommendation engine can show sponsored links to HCPs, while they are engaged with content that they have specifically sought out.

For example, the TrendMD widget seen to the left outlined in green, on the *Science Immunology* website, recommends several articles to the visitor that relate to the article they have found on *Science Immunology*.

The sponsored links recommended within the widget then point to content developed by the advertiser.

The TrendMD Widget has all the Benefits of Native Advertising:

1. **Flows within the feed or main content area of the website:** The widget is generally placed after the main body of content at the bottom of the article or scientific study, as in the example above on *Science Immunology*.

2. **Content of the ad is of interest to the user:** This is where TrendMD gets the moto, "content recommendation engine." The content that appears in widget is algorithmically generated based on the content of the article or study on which it appears. An algorithm is a sequence of steps or rules designed for a computer program.

3. **Links to content**: The links point to further information that is of specific interest to the HCP visiting the page based on the content algorithm.

We recommend

CD4+ T cell-dependent and CD4+ T cell-independent cytokine-chemokine network changes in the immune responses of HIV-infected individuals.
Kelly B Arnold et al., Sci Signal, 2015

Active life, active antitumor defense
Leslie K. Ferrarelli, Sci Signal, 2017

sTREM2 and neuroinflammation
John F. Foley, Sci Signal, 2017

Autophagy Limits Innate Immune Signaling
Nancy R. Gough, Sci Signal, 2014

How the immune system readies for battle
Laura M. Zahn, Sci Signal, 2015

Advances in Cancer Immunology and Cancer Immunotherapy
CAR-T Cell Therapy Resource Center, 2017

Withdrawal Effects When Discontinuing Antipsychotic Medications
Medscape, 2006

van der Waals interaction and wetting transitions
W. Fenzl, Europhys Lett

Characteristics of Period-Doubling Bifurcation Cascades in Quasi-discontinuous Systems*
Wu Shun-Guang et al., Communications in Theoretical Physics, 2001

Topical Imiguimod Therapy for Cutaneous T-Cell Lymphoma
Jennifer H. Do et al., Medscape, 2003

Powered by **Trend MD**

TrendMD Reaches Targeted Physicians

TrendMD not only has a sophisticated algorithm to display related content on the right pages, it can also target specific physicians. With three levels of targeting, advertisers can reach HCPs by the following methods:

1. **Contextual Targeting:** Links to content that are recommended where they are most likely to be engaged with, and contextually relevant.
2. **Specialty Targeting:** Links to content that are recommended where they are most likely to be engaged with, are contextually relevant, and targeted to specialties.
3. **Match List Targeting:** Links to content that are recommended where they are most likely to be engaged with, are contextually relevant, and targeted to specific HCPs (by NPI number).

TrendMD Case Study with Match List Targeting:

In the sample data below, TrendMD was one of two sources of referral for a microsite sponsored by a pharmaceutical brand. (A microsite is a small site that is accessed from a larger site, or can be part of a larger site. In this case, the larger site was Drugs.com.)

The brand had a small match list of 8,464 physicians with NPI numbers. TrendMD initially matched to 96% of the list.

500 clicks were purchased from TrendMD with visitors only coming from the match list. Out of the 500 sessions referred from TrendMD, there were 469 unique visitors.

USING SEVERAL TYPES OF METRICS AND ANALYSIS (INCLUDING GOOGLE ANALYTICS, EMAIL METRICS, TRENDMD METRICS AND TABLEAU), THE DATA CAN BE CROSS REFERENCED TO SHOW EXACTLY HOW SPECIFIC PHYSICIANS ARE GETTING TO THE SITE AND CONSUMING INFORMATION.

Because TrendMD also provides NPI data, it was determined that there were 447 unique physicians (with NPI numbers) that were referred to the site from the original match list.

Furthermore, 423 of those physicians did not overlap with the other main source of traffic (email).

TrendMD alone succeeding in reaching over 5% of the original match list.

Source of Referral	Sessions	Unique Visitors	Pageviews	Pages/Visit	TOS
Email Article Match List	216	160	439	2.0	00:01:15
Email Banner Match List	39	9	172	4.4	00:01:52
TrendMD Match List	500	469	813	1.6	00:02:14
Grand Total	755	638	1,424	1.9	00:01:50

TrendMD Budgeting:

Branded v. Unbranded?
Truly TrendMD is the perfect channel for unbranded advertising; the sponsored links relate to the specialized content on which they are displayed.

However, EHS has conducted branded campaigns that work quite well in getting visitors to a brand.com website. Since the payment structure is Cost-Per-Click, and the budget is determined by the brand, the campaign simply runs during a set period and the sponsor only pays for the clicks that are tracked. It is a results-driven campaign with immense scale.

SEM v. Media Budget?
The budget for TrendMD may come from many sources. It is similar to SEM campaigns, because the creative is very simple – one line of text and a link to already existing content and it is a CPC buy, like SEM. However, it can be built into the media plan as a CPC buy, or even as part of a custom solution, as in the case study above.

Interested in advertising with TrendMD? Contact E-Healthcare Solutions at
sales@ehsmail.com or 609-882-8887