

A doctor with dark hair tied back, wearing a white medical coat and a white surgical mask, is looking down at a smartphone held in their hands. They are wearing a gold hoop earring. The background is a soft, out-of-focus blue.

CASE STUDY

How insights into doctors' on-site activity led Haymarket Media to prescribe better content for its readers

The Haymarket logo, featuring the word "haymarket" in white lowercase letters on a dark blue rectangular background, with a small registered trademark symbol (®) to the right.

haymarket®



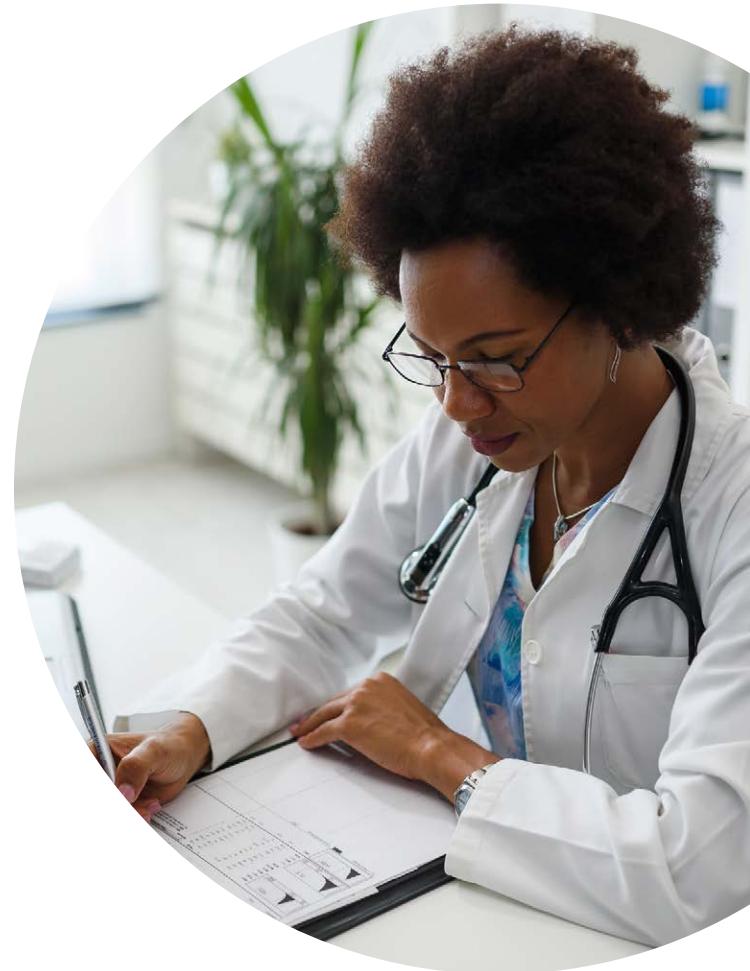
Haymarket Media Group is one of the world's most successful media companies, with branded content that covers everything from automotive trends to medical advancements.

The company is especially vital to the healthcare sector, where its digital properties such as neurologyadvisor.com and clinicaladvisor.com provide essential news and training to millions of physicians, nurses, and other medical professionals. Like many digital media companies, Haymarket's high-quality content is funded primarily through advertising revenue. Its advertising partners include a wide range of pharmaceutical and medical equipment manufacturers, part of a healthcare industry that collectively spends more than \$30 billion per year on advertising in the U.S. alone.



At first glance, Haymarket's specialized medical destinations such as Endocrinology Advisor and Dermatology Advisor would seem to offer advertisers the perfect opportunity for highly targeted marketing. Yet the reality is that medical professionals have become increasingly specialized over the years.

Nowhere is this more evident than in the field of oncology, which today encompasses a variety of very different roles, from pediatric oncologists to hematologist-oncologists. It might seem a slight distinction to the layman, but to a medical editor (or a pharmaceutical manufacturer) that distinction is the difference between acute relevance and complete irrelevance.

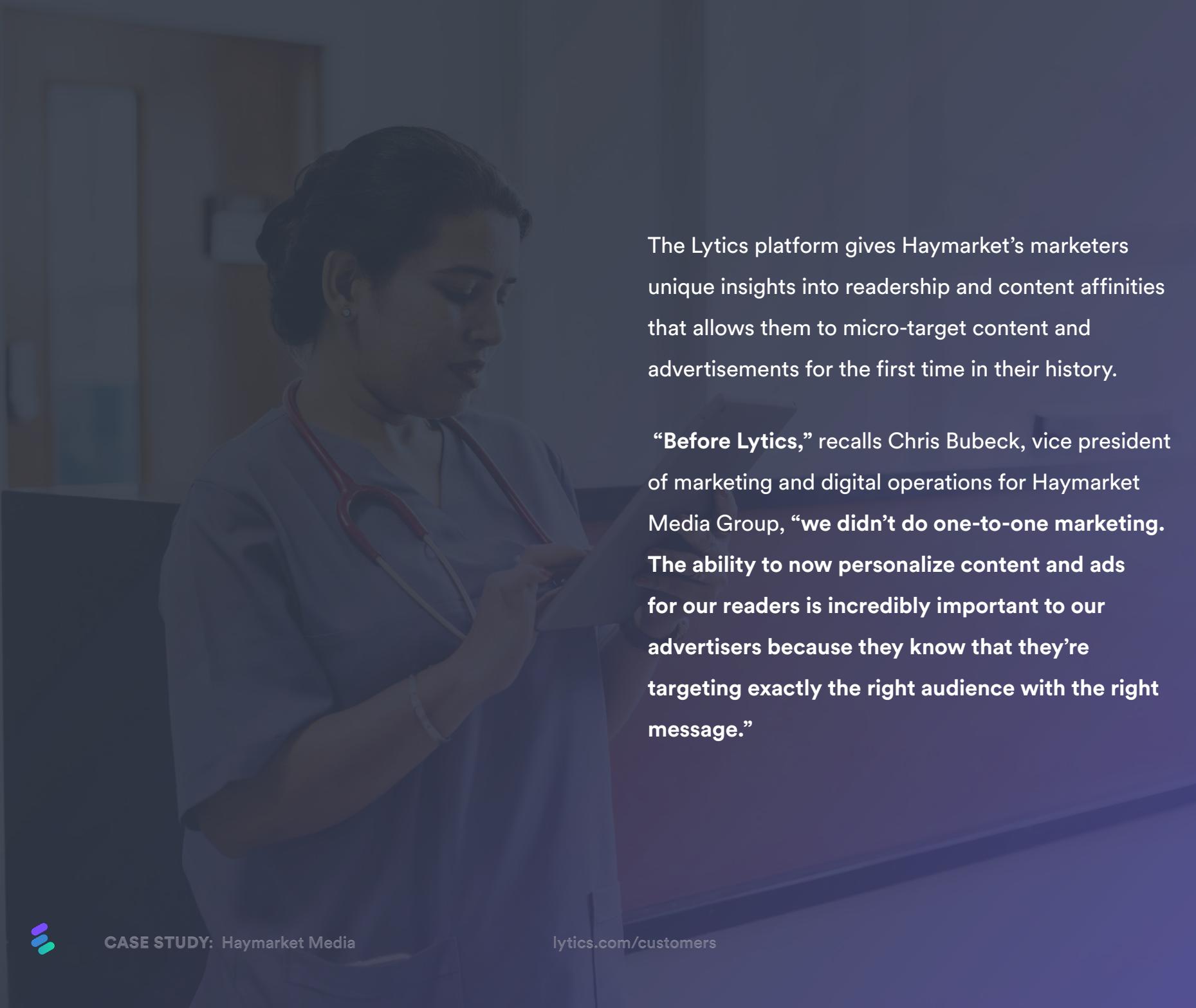


Customer intelligence drives 10x better outcomes

For media companies, creating content that resonates with readers is the name of the game. To learn more about how readers consume their content Haymarket uses Google Analytics to track page views and collect generalized information on its readership. This data gives them an idea of which content is popular with their readers, but it doesn't tell them much about who their readers are. After seeing a demonstration of Lytics' customer data platform (CDP) at a trade show, Haymarket decided to deploy the Lytics platform to gain more insight into its readers, rather than just track what they were reading.

The initial results were not only eye-opening but, as Haymarket's senior director of email and data operations Joshua Storch reveals, decidedly *email-opening* as well. **“Within the first week of using Lytics,”** Storch recounts, **“we saw 10X higher clickthrough rates on those emails where we used the Lytics intelligence to target specific readers.”**



A professional photograph of a female healthcare worker, likely a nurse or doctor, wearing blue scrubs and a red stethoscope. She is looking down at a clipboard or chart she is holding in her hands. The background is slightly blurred, suggesting a clinical or office setting.

The Lytics platform gives Haymarket's marketers unique insights into readership and content affinities that allows them to micro-target content and advertisements for the first time in their history.

“Before Lytics,” recalls Chris Bubeck, vice president of marketing and digital operations for Haymarket Media Group, **“we didn’t do one-to-one marketing. The ability to now personalize content and ads for our readers is incredibly important to our advertisers because they know that they’re targeting exactly the right audience with the right message.”**



Finding a few surprises in the data

In digging deeper into its customer data, Haymarket discovered several things about its readers that it didn't know before. For example, Lytics revealed that nurse practitioners often **displayed an affinity for specific types of content**, even when they identified as primary care providers. One nurse practitioner might show an interest in articles on prenatal care while another might show an interest in diabetes, suggesting that many nurses had developed **specialized areas** of expertise over time. Equally surprising, Haymarket found that doctors weren't relegated just to reading physician-specific publications but many had **crossed over** to read the content on nursing publications such as Oncology Nurse Advisor as well. These insights allowed Haymarket to uncover a whole new audience for topical content that had heretofore been **undiscovered and untapped**.

Another unexpected benefit of Lytics was the **creation of “lookalike” lists** among its readers. By matching content affinity patterns from customers across its various digital destinations, Haymarket was able to **expand its pool of targeted candidates for ads and content**. “Many of our medical publications have highly targeted audiences,” Chris Bubeck explains. “If we can identify more customers with similar content affinities across our different destinations, we can deliver more ad impressions and **ultimately get more value from our original content**.”



A healthy outlook for the future

Today, Haymarket uses Lytics to drive everything from advertising and editorial development to internal sales. The marketing success story doesn't stop at Lytics either, as Haymarket has integrated their customer data platform with Facebook and Google DFP to better target both known and anonymous readers who visit their sites to **reach new potential customers in different ways**. For example, the digital publisher is now able to target potential subscribers based on their topics of interest.

While much of Lytics' results take place behind the scenes, one area where its effect is markedly visible is in the content that readers see when they click on an article in one of Haymarket's medical publications. The media company uses Lytics to create modals—customized screens that feature unique content offerings based on individual content affinities—to **personalize the experience for readers and recommend relevant content to them**. "We didn't know much about modals before Lytics," Chris Bubeck concedes, "but it has quickly become a differentiator for us."





I know it's working, because more and more people keep asking to use it.

—Joshua Storch, Senior Director of Email and Data Operations, Haymarket Media Group



CASE STUDY: Haymarket Media

lytics.com/customers

Although Haymarket can quickly point to various metrics to measure the value of Lytics in their business, Joshua Storch has one particular metric that stands above the others. “I know it’s working,” he says, “because more and more people keep asking to use it.”

From a small group of core users, Haymarket now has dozens of decision-makers who rely on Lytics every day to make better decisions. With more customer intelligence circulating through their business every day, the prognosis for Haymarket is a very healthy future.





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