

Building Market Presence: IQVIA HSS Brand Awareness and Lead Generation SEM Success

Situation

IQVIA's Health System Solutions (HSS) team set out to build brand awareness and engage healthcare providers and decision-makers, boosting visibility in a competitive market. The goal was to create targeted, brand-aligned Search Engine Marketing (SEM) campaigns that maximized impression share, optimized budget efficiency, and built a foundation for stronger lead generation.

Partnering with Rebound, IQVIA developed a campaign structure designed to expand reach, drive visibility, and anchor long-term awareness objectives. As SEM was a new channel for the team, they required both strategic guidance and hands-on execution to establish a program that would deliver measurable results.

Challenges

No Historical Data or Benchmarks

Establishing benchmarks for success required upfront planning and alignment on which KPIs would serve as the true indicators of progress.

Limited Budget Efficiency

The campaign needed to achieve broad visibility without diluting impact. Careful structure and prioritization were essential to ensure spend delivered meaningful results.

Balancing Reach and Relevance

Brand awareness campaigns demand scale, but reaching too broadly risked attracting irrelevant clicks from outside the target audience.

Regulatory and Compliance Constraints

Operating in a tightly regulated industry, campaigns had to avoid ad disapprovals and restricted delivery that could quickly undermine reach and performance.

Solution

Strategic Campaign Architecture

Rebound designed and launched four distinct brand awareness campaigns: *Forecasting and Analytics*, *Patient Acquisition*, *Physician Engagement*, and *Referral Programs*. This created clarity in targeting, minimized budget dilution, and provided a scalable framework for future SEM initiatives.

Audience Refinement and Negative Keyword Strategy

To prevent wasted spend, Rebound implemented detailed negative keyword refinement and audience targeting, filtering out irrelevant clicks. This ensured campaigns consistently reached decision-makers and improved the overall quality of impressions and clicks.

Success Metrics and Optimization

With no historical benchmarks in place, the team established awareness-focused KPIs, such as impression share, CTR, and landing page engagement, as the foundation for tracking progress. From launch, campaigns were closely monitored and continuously optimized through bid adjustments, keyword refinements, and ad copy testing to maximize performance.

Compliance-Centered Execution

All assets were developed to meet stringent regulatory requirements while still delivering clear and compelling messaging. Compliance reviews reduced the risk of ad disapprovals and maintained uninterrupted visibility across all four campaigns.

Results

NPS Score
10

In four months, IQVIA HSS established a strong digital presence and drove measurable engagement with priority audiences.

Built sufficient **market awareness** and **audience penetration**, to successfully launch a lead generation campaign.

Average CPC **35% lower than industry benchmarks**, maximizing efficiency on a modest budget.

Over **70% top-of-page impression share**, securing premium visibility and strong competitive positioning.

SEM traffic drove **68%** of all page views and delivered **7x more engagement events** than other channels.

CPC visitors accounted for **71%** of key engagement actions, underscoring SEM's ability to attract qualified, high-intent users.

100,000+ impressions generated in a highly targeted B2B healthcare market.

The HSS Brand Awareness campaign attracted qualified healthcare decision makers who drove more meaningful interactions than any other traffic source. This early success positioned SEM as a high-impact channel for brand visibility, validating its role in HSS's marketing mix and laying the foundation for ongoing optimization and future lead-generation growth.



Expert Spotlight: **Kateryna Lee**

Search Engine Marketing (SEM) Strategist, Regulated Industries

Kateryna Lee brings specialized expertise in paid media strategy and performance optimization for highly regulated sectors. Her systematic approach to data integrity, platform governance, and strategic targeting consistently delivers measurable improvements in conversion metrics and ROI for complex life sciences campaigns.