

Narrative – Micro Case Study

A client in the field of dermatology came to us with a very specific objective,

"Establish our presence and leadership in the development of innovative solutions and communicate our commitment to dermatology."

Feedkast needed to effectively engage and narrate the story to the target audience.

Feedkast provided the perfect media to establish the client's indication within the dermatology space as a committed leader for innovative solutions.

In March, this campaign generated **3269 total engagements**, driving our client's narrative within the dermatology field, at **745% above guarantee**.



Using specific filters for dermatology, Feedkast was able to curate content for our client's desired audience.

This generated content that communicated and established our client's presence within the dermatology field.

Feedkast accomplished the objective and provided the client with a **\$7 CPE**.

