

A client came to us and said,  
**“We don’t just want to show our ads, we want to  
get our HCPs to engage.”**

Impressions were not enough, they needed their  
audience to engage with their content, and of course in  
a cost-effective manner.



We used Feedkast to curate big media around the client's indication. In two months, their Myeloma feed collected **13,768 stories** to immerse target customers.



We immersed the brand's customers with media they want, value, and trust. That got the brand's HCP targets to engage. Feedkast found big media to rack up engagements on a fixed budget. Our limitless engagement model delivered a **\$7 CPE** and **\$19 CPC**.

