

By: Group 1

EndPoint LinkedIn Campaign

Goals per Phase

	Stage	Primary Goal	Supporting KPI's	Creative Format
Phase 2A	Retargeting via carousel ad	Generate qualified leads from users who engaged in phase 1 Help turn MQL's into qualified leads	Increased: CTR, Engagement Rate	Quick, emphasizes key pain points solved by Endpoint Clinical via statics
Phase 2B	Retargeting via video	Drive deeper interest + education via CTA Help turn leads into opportunities	Increased: Conversions, ROAS Decreased: CPC	Storytelling-based that shows the client we are their efficient and only solution with CTA in the caption to learn more

Audience Strategy

- Retarget with people who interacted with Phase 1 ads (clicked + engaged)
- Segments by job function and seniority
 - Clinical operations, pharma execs, decision makers
- Potential audiences:
 - Retargeting website visitors or engagement list
 - Such as contacts or accounts from events
 - “Lookalikes”
 - ABM segment of target companies
 - VIP Lists

Why? → we want to target a smaller and relevant retargeting pool so that our CTR and engagement rates perform well

Overview of Plan

For **Phases 2A and 2B**, our objective is to retarget and convert the engaged audience from Phase 1 awareness efforts into qualified leads and help them down the pipeline. We want to increase CTR above the .40% marker, achieve an engagement rate of at least 1.10%, and lower CPC while gaining conversions. Our target audience included decision makers in clinical operations, pharmaceutical executives, and decision makers located in North America. We will focus first on retargeting users who previously interacted with the ads, and later expand to lookalike segments and VIP lists.

For creative strategy, we will use a carousel ad in **Phase 2A** to efficiently communicate Endpoint Clinical's impressive statistics to show value and push users to a lead generation form. In **Phase 2B**, we will introduce a short-form video to tell a visual story to entertain our audience so they will convert. Our key KPI's of CTR, engagement rate, CPC, cost per conversion, and ROAS will help us track performance across the funnel. CTR and engagement rate will measure interest and fit, CPC will reflect cost efficiency, and conversions and ROAS will show the campaign's actual business impact.

Phase 1 Metrics

Spend:	\$6,924.90
Impressions:	1,400,000
Clicks:	3,527
Engagement:	3,004
Conversions:	2,963
CTR:	0.25%
Engagement Rate:	0.21%
CPC:	\$1.96
CP Conversion:	\$2.34

Phase 2A Metrics

Spend:	\$3,000
Impressions:	500,000
Clicks:	8,000
Engagement:	6,000
Conversions:	4,000
CTR:	1.6%
Engagement Rate:	1.2%
CPC:	\$0.38
CP Conversion:	\$0.75

Phase 2B Metrics

Spend:	\$3,000
Impressions:	350,000
Clicks:	4,025
Engagement:	3,200
Conversions:	2,000
CTR:	1.2%
Engagement Rate:	0.91%
CPC:	\$0.74
CP Conversion:	\$1.50

Ad 1: Carousel Statistics

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Focusing on conversion in phase 2 and retargeting to customers who are already interested.



[illegible]

Phase 1 Kill/Scale Rules

- Kill if spend exceeds budget by 10% with CTR > 0.30%
- Scale if CTR $\geq 0.45\%$ for 3 consecutive days
- Kill if CTR decreases $\geq 0.20\%$ a week after optimization
- Kill if engagement rate $\leq 0.5\%$ after 5,000 impressions
- Scale if CPC $\leq \$1.50$ with CTR $\geq 0.40\%$

Phase 2A + 2B Kill/Scale Rules

- Kill if Spend > \$6,000 with Engagement < 4,000 in the first week
- Scale if Engagement rate $\geq 0.4\%$
- Kill if CTR rate declines $\geq 20\%$ week over week
- Scale if CPC $\leq \$1.00$ with 4,000 conversions per week
- Scale if CPC $\leq \$0.70$ with CTR

Audience Experiment

Hypothesis:

Targeted ads aimed at specific industry segments (e.g., biotech firms, CROs, and pharmaceutical companies) will generate higher engagement and conversion rates than broader, untargeted audiences. By testing segmented audience groups through social channels and geographic locations, we can identify which audience is most responsive to our product offerings.

Success Metric (KPI):

- **Primary:** Click-Through Rate (CTR) – measures which audience finds the ad most relevant and engaging.
- **Secondary:** Return on Ad Spend (ROAS) – to determine which audience delivers the best return on ad spend.

Creative/Format Experiment

Hypothesis:

A longer, visually engaging video that clearly explains what Elosity does will drive higher engagement and conversions than a quicker carousel or GIF format. While GIFs may capture attention faster, our target audience in the medical field tends to value clarity and informational depth, making longer, well-designed video content more effective.

Success Metric (KPI):

- **Primary:** Conversion Rate (CVR) – percentage of users who take the desired action (e.g., demo request, site visit).
- **Secondary:** Engagement Rate (likes, shares, comments, or completion rate), to measure how well each creative holds attention.

Thank you!