



## HCP/Patient Activation (Branded DTC)

### Indications

- Irritable bowel syndrome with constipation (IBS-C)
- Chronic idiopathic constipation (CIC)
- Pediatric functional constipation (FC)

### Brand Situation

- Small salesforce with 1 Digital Sales Rep
- Competitive landscape

### Brand Strategy

- Increase market share with GIs
- Increase prescriber base among Ped GIs, Peds, and PCPs

### Campaign Objectives

- Drive HCP awareness
- Engage & Learn (prescribe Constella earlier in patient journey)

### Target

Gastroenterologists, Pediatric GIs, Primary Care Physicians, Pediatricians

## Creative Approach



IBS-C patients feel trapped

- Sufferers are both physically backed up and emotionally isolated
- They are stuck in a frustrating loop of unpredictable symptoms and inadequate treatment relief

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Year

- 2025

Location

- Canada National ENG/FR

Length

- 5 months

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Team Size

- 8-10

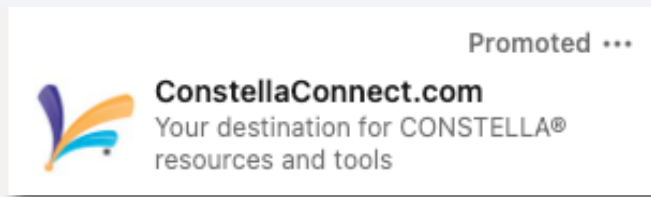
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Platforms

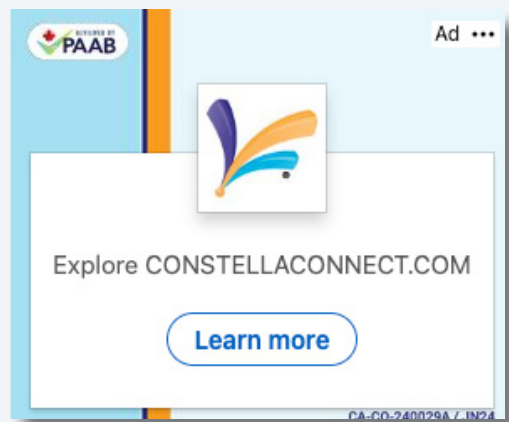
- Google Display
- LinkedIn (Message Ads/Spotlight Ads/Text Ads)
- X
- Google Responsive Search Ads



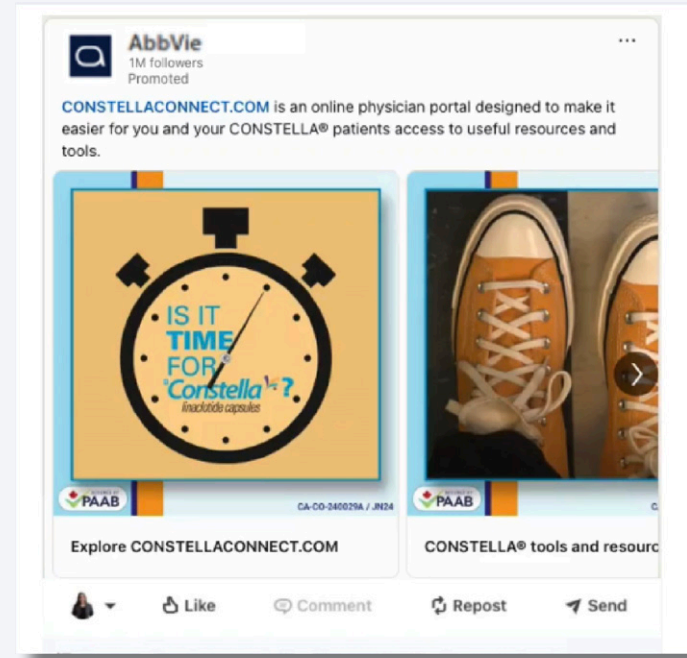
IMAGE AD



TEXT AD



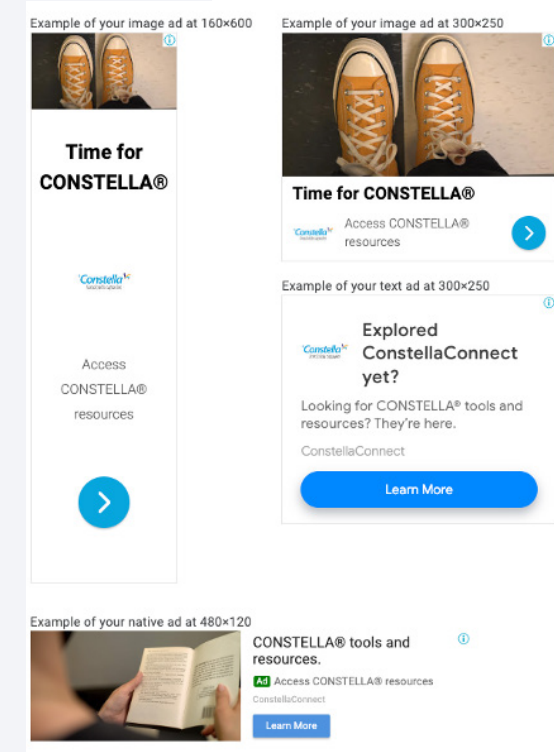
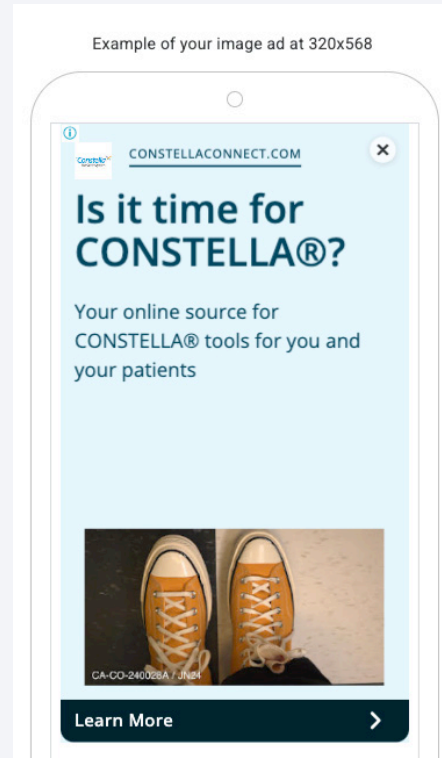
SPOTLIGHT AD



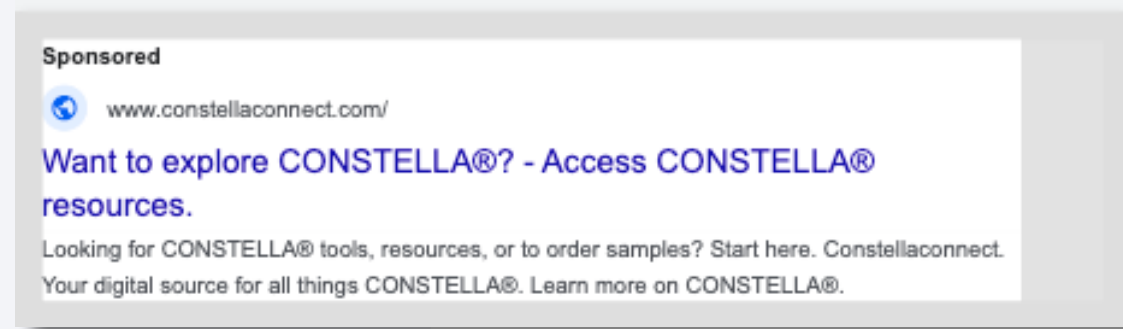
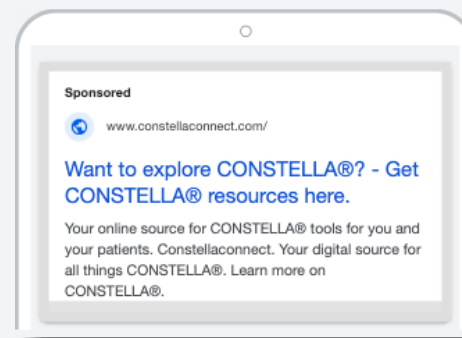
CAROUSEL AD



VIDEO AD



GOOGLE DISPLAY



GOOGLE SEARCH AD



## Services Offered

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- Visit website to learn more (ConstellaConnect.com)

## Challenges

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- Timing delays (Med/Reg and Client)

## KPIs and Results

- **14.141** MM Impressions
- **49,663** Website visits
- **40,263** Unique visitors
- **574** Key events (HCP logins, downloads, sample requests)
- **74,568** Clicks registered:
  - Display (**28,962**)
  - X (**36,301**)
  - LinkedIn (**9,037**)
  - Search (**268**)
- **\$0.54** Avg cost per click
- TRx growing **5.6%** in a declining market (-4.0%)
- NRx growing **6.3%** in a declining market (-6.1%)