Digioh

Leading Medical Publishing Company powers first-party data collection and targeted marketing messaging with Digioh's two-way Segment integration.

THE COMPANY

A Leading Medical Publishing Company in North America, publishing content for various sub-verticals of the medical industry across 50 digital properties.

THE CHALLENGE

A Leading Medical Publishing Company sought a way to present its visitors with the option to share more relevant data to help target messaging they receive. This data is also important for building and maintaining their print & digital audience.

Ultimately, the Company needed an advanced form & CTA builder that could pass data to Segment.

THE SOLUTION

The Company chose Digioh to power their on-site marketing efforts because of Digioh's unique and user friendly tools, including Digioh's drag-and-drop Box Editor that allows them to quickly create marketing campaigns, email sign-up forms, and event promotions.

With Digioh's flexible Conditions Builder, they can also control when and where these campaigns display for precision-targeted messaging.

Collecting First-Party Data with Digioh's Progressive Forms

To capture more first-party data, the Company integrated Digioh with Segment to send real-time form submissions and data from CTA interactions to Segment.

When visitors arrive on the Company's site they can interact with Digioh's multi-step point-and-click personalization forms. These forms pass data to Segment and improve the Company's ability to allow their visitors to share data for more personalized communications.

"The team at Digioh has been great to work with, helping us at every step of the process. With their flexible platform & Segment integration, we are able to present our visitors with more opportunities to share relevant information to help personalize their onsite experience."

- Director, Audience Strategy

www.digioh.com

In this three-step example, visitors first see a CTA asking them to provide their occupation (top image).

If the visitor clicks their occupation, the CTA then asks them to select their specialty (middle image). The dropdown menu changes dynamically based on their answer to the previous question.

The last page of the CTA invites visitors to subscribe to their newsletter (bottom image). Having already provided some data, visitors are more likely to complete the process and subscribe to the newsletter.

This way, the Company can provide their visitors with an opportunity to provide information to customize their experience while also growing their email list.

THE RESULT

With Digioh's flexible integration, the Company can tap into the combined power of Segment and Digioh to solve data interoperation use cases with little overhead. That way, they can focus on providing their visitors with more relevant and helpful information.
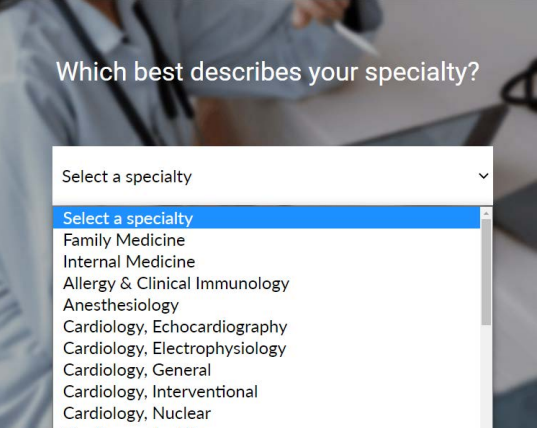
Which best describes your occupation?

Physician	Student
Nurse/Advanced Practice Nurse	Pharmacy Professional
Physician's Assistant	Other Provider
Health Business Administration	Other Non-Provider

Which best describes your specialty?

Select a specialty

Select a specialty
Family Medicine
Internal Medicine
Allergy & Clinical Immunology
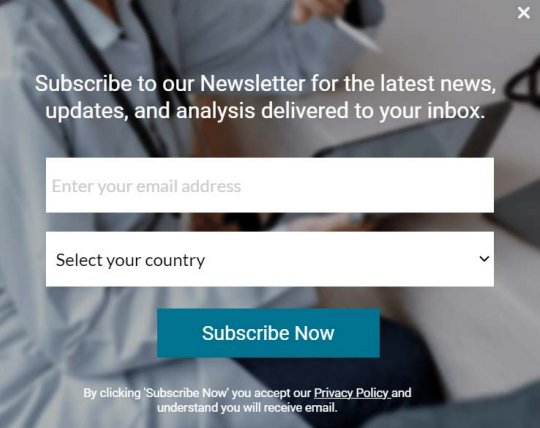Anesthesiology
Cardiology, Echocardiography
Cardiology, Electrophysiology
Cardiology, General
Cardiology, Interventional
Cardiology, Nuclear

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