

# Committed to the Future of Health

January → June 2026 · Meta & Google Search · bd.com/fr-fr

## KEY METRICS

**7,752,169**

Impressions

**69,918**

Clicks

**12.40%**

Search CTR

**Mid-March**

Target exceeded

## CAMPAIGN TIMELINE

**January**

Advancing the world of health

**February**

Patient journey

**March**

Trusted solutions

**April**

Discover · Diagnose · Deliver

**May**

Global presence, local impact

**June**

Care in your hands

## KEY LEARNINGS

**CREATIVE**

BD messages that engage

**MEDIA**

Search as a sustainable performance engine

**AUDIENCE**

A confirmed senior core audience

**MANAGEMENT**

A managed approach, not a passive one

## PERSONAS & AUDIENCES

**PERSONA 1** **Healthcare decision-maker 55+**

Meta core audience · 55+ = 36.7% of clicks

**PERSONA 2** **Female mobile Search professional**

62.2% women · 97.7% of Search clicks on mobile

**MAJORITY AUDIENCES**

- 55+ (incl. 65+)
- Search women 62.2%
- Mobile-first 97.7%
- Paris · Lyon · Toulouse

## MAIN RECOMMENDATIONS

**1** Protect BD messaging – and secure its delivery

**2** Eliminate the learning phase

**3** Broad targeting, healthcare decision-maker messaging

**4** Activate engagement capital

**5** Adapt creatives for the new wave

**6** Manage dual click + visibility objectives

## TOP VISUALS

Link Agency Bordeaux · BD – Committed to the Future of Health

DISCOVER · DIAGNOSE · DELIVER · IMPROVE

BUILT FOR · SAFE & · EASY TO · BETTER CARE