

Rare Hematology News — 2025 Audience

21,661

Total US Users

Full year Jan – Dec 2025

19,376

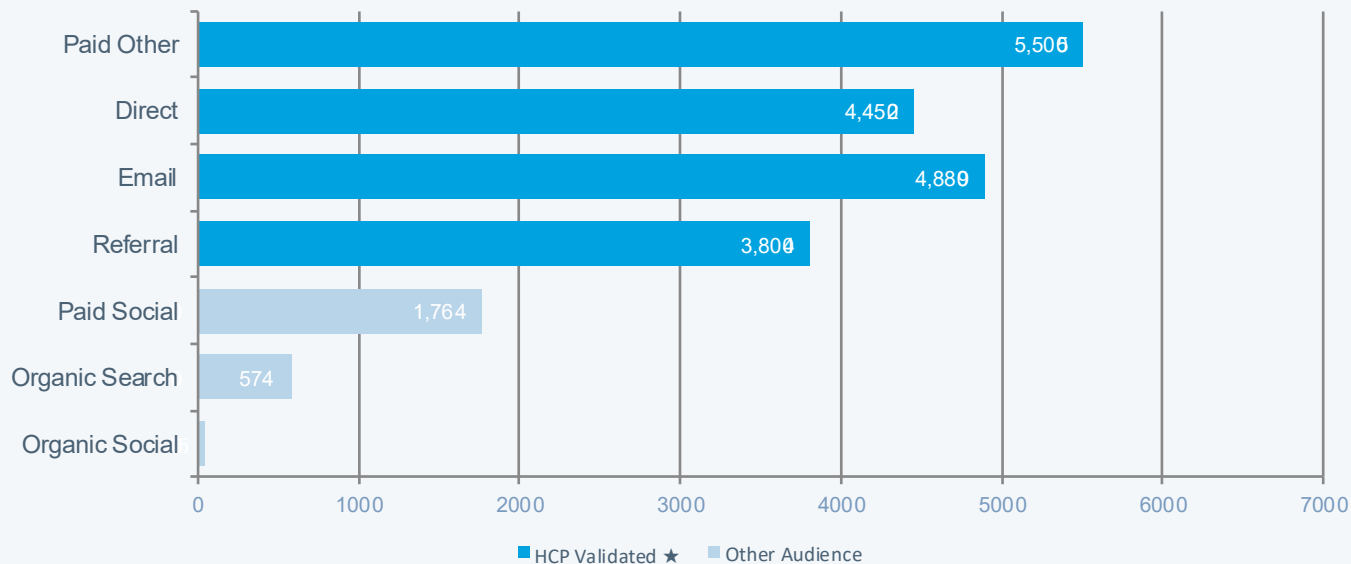
Validated HCP Users

Direct · Email · Referral · Paid Pro

89.5%

HCP Concentration

vs. 72.8% endocrinology benchmark



WHAT 'VALIDATED' MEANS

Direct Traffic

Typed URL or bookmarked — active returning audience

Referral

Arrived from professional sites, journals, or NPI tools

Email

Opted-in eNewsletter subscribers — NPI-matched

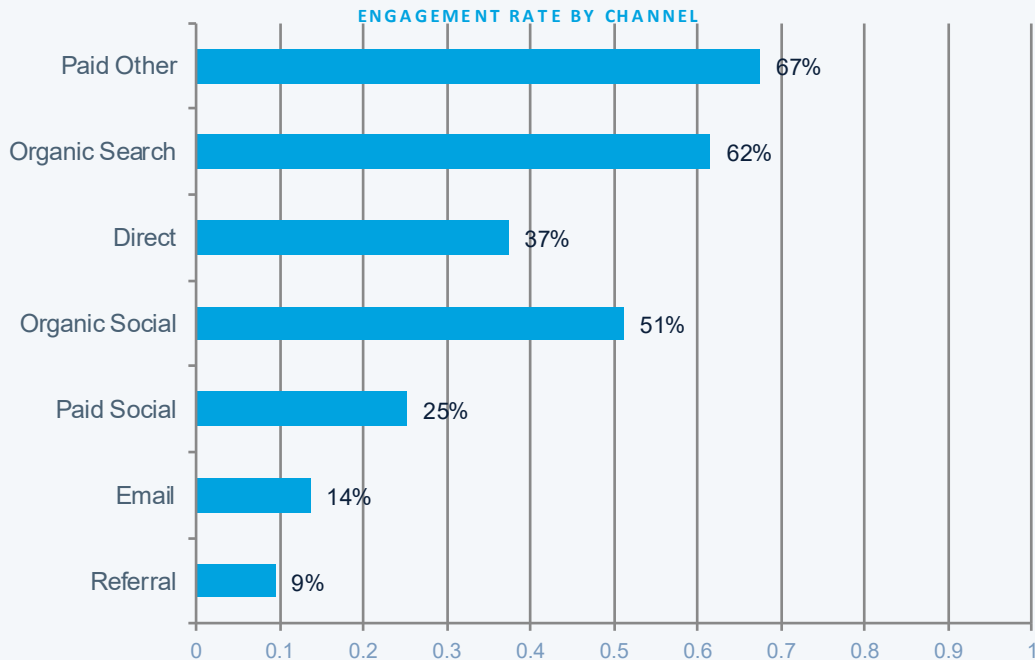
Paid Pro Directories

HCP-targeted placement in professional channels

Source: Google Analytics GA4 · US Only · Jan 1 – Dec 31, 2025 · Sessions count (not page views)

An Intent-Driven, Actively Engaged Audience

Hematology specialists arrive with clinical questions — and the content engagement data shows they find answers. Two channels and a campaign-depth story stand out.



Organic Search

48.9s avg session time
5.2x higher than Direct traffic

61.5% engagement rate · 574 sessions

A hematologist with an active clinical question — already in the differential.

Paid Professional Directories

67.4% engagement rate
5,505 sessions

CAMPAIGN CONTENT DEPTH

Top content is campaign-driven — showing sustained HCP engagement across full disease education journeys.

WHIM Syndrome (disease + quizzes + cases)	6,675
APDS (spotlights + quizzes + clinical)	4,077
Other Rare Hematology Conditions	2,088

89.5% of the Rare Hematology News audience is validated HCP — the highest concentration across any RMN specialty network. Every campaign impression reaches a clinician.