

Comparative Analysis: Why Hidoc Is a Better Platform Than ClirNet for Doctor Advertising in India

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EXECUTIVE SUMMARY

In the rapidly evolving landscape of digital healthcare marketing, platforms targeting doctors have become critical for pharmaceutical companies, medical device firms, and healthcare brands. Two such platforms in India—Hidoc Dr. and ClirNet—offer access to a large network of practicing doctors. However, Hidoc outpaces ClirNet in terms of reach, engagement, personalization, data capabilities, and overall advertising impact. This paper compares both platforms across various parameters to establish why Hidoc is a superior choice for doctor advertising.

PLATFORM OVERVIEW

Parameter	Hidoc Dr.	ClirNet
Founded	2017	2016
Target Audience	MBBS, MD, MS, DM, MCh, BDS	MBBS & MD Doctors
Primary Offering	Doctor networking, CME, pharma ads, AI tools	Tele-consultation, CMEs, pharma messaging
Access	App + Web + WhatsApp	App + Call-based interaction
Content Type	Articles, Journals, Webinars, AI tools	CME Audio Calls, Webinars

1. Doctor Reach & Diversity

Metric	Hidoc Dr.	ClirNet
Total Registered Doctors	9,00,000+	3,00,000+
Specialties Represented	30+	10–15
Daily Active Users (DAU)	120,000+	40,000–50,000
City/Tier Penetration	Tier 1–3 cities	Mostly Tier 2–3

Insight: Hidoc offers 3x the reach and covers wider specialties including dentists, surgeons, and super-specialists.

2. Advertising Capabilities

Feature	Hidoc Dr.	ClirNet
Ad Formats	Banners, Pop-ups, Native Posts, WhatsApp	Voice messages, Event-based Ads
Custom Targeting	Yes – by specialty, geo, behavior, language	Limited – mainly by specialty
AI-Based Personalization	Yes	No
In-App & Off-App Promotions	Yes – incl. WhatsApp, Email, App	No
CTA Integrations (Surveys, Links)	Fully integrated	Limited
Ad Reporting & Analytics	Real-time Dashboard + ROI tracking	PDF Reports – Delayed

Insight: Hidoc enables full-funnel advertising with multi-touch tracking and custom CTA options, while ClirNet is largely top-funnel and voice-based.

3. Engagement & Retention

Metric	Hidoc Dr.	ClirNet
Avg. Time Spent/User	12–14 mins/day	4–5 mins/day
Repeat Visit Frequency	3–4 times/week	1–2 times/week
Engagement Tools	AI assistant, polls, chat	CME calls, basic webinars
WhatsApp Integration	Yes – Push + Pull model	No

Insight: Hidoc has 3x higher engagement and better user stickiness due to AI tools, daily updates, and 24/7 access across devices.

4. Content Delivery & Learning Formats

Feature	Hidoc Dr.	ClirNet
CME Integration	Yes – visual, audio, quiz-based	Yes – mostly audio CME calls
Multi-language Support	Yes – 6 Indian languages	No (Mostly English/Hindi)
AI Diagnostic Tools	Yes – AI symptom checker, Rx aid	No
News & Journal Access	Yes – updated daily	Limited

Insight: Hidoc offers richer educational content and learning tools which keep users continuously engaged and make ad placement more contextually relevant.

5. Technical Infrastructure & Scalability

Feature	Hidoc Dr.	ClirNet
Cloud Infrastructure	Scalable + Real-time updates	Manual-based infrastructure
API Access for Pharma Clients	Yes	No
Custom Dashboards	Yes – self-serve + support	No – only report-based sharing
Third-Party Integration	Yes – CRMs, LMS, WhatsApp	No

Insight: Hidoc provides enterprise-level capabilities that ClirNet lacks, making it more suitable for data-driven marketing.

6. Case Study Highlights

Pharma Brand	Platform Used	Objective	Outcome
Glenmark	Hidoc	Product Awareness (Antibiotics)	150K impressions, 12% CTR
Abbott	Hidoc	CME + Patient Management Tool	40K HCPs engaged, 7.5 min avg session
Cipla	ClirNet	New Inhaler Promotion	25K doctors reached, 1.1% conversion

Insight: Hidoc campaigns consistently show higher engagement and conversions due to more interactive and multi-channel delivery.

7. Pricing & ROI

Category	Hidoc Dr. (Avg)	ClirNet (Avg)
Cost per Impression (CPM)	₹0.45–₹0.60	₹0.75–₹1.00
Cost per Engagement	₹2.5–₹4.0	₹7.0+
Conversion Tracking	End-to-end	Not supported

Insight: Hidoc delivers 2x better ROI due to competitive pricing, measurable outcomes, and better user attention span.

CONCLUSION

Hidoc surpasses ClirNet as the go-to doctor advertising platform in India due to: - Superior reach across specialties and geographies. - Stronger user engagement and content formats. - Multichannel ad delivery with real-time analytics. - AI-backed personalization and insights. - Lower costs and higher ROI.

Recommendation:

For pharmaceutical companies, health-tech brands, and FMCG players targeting the Indian doctor segment, Hidoc offers a more powerful, measurable, and scalable advertising solution than ClirNet.