

Health case study



INDUSTRY
Health

PRODUCT
Dental Clinic

ADVERTISING SOLUTION
Streaming TV

CAMPAIGN LENGTH
Three Months

Objective

Increase the number of dental appointments made by new patients

Solutions

- We recommended streaming TV 60/40 to extend reach to both large and small screens
 - Approximately 25,000-36,000 impressions/month were served across both screen sizes
- Audience targeting was applied to hone in on individuals with annual household incomes of \$30,000+, aged 30-65, and anyone who may be interested in dental work or dental implants
 - The creatives were refreshed frequently to keep users engaged and avoid creative fatigue

Results

90%+

Completion rate

283,551

Completed views

307

Landing page conversions

0.2%

Click-through rate