

Plastic surgeon gains 30 total visits from 13 new clients via Device ID address match



INDUSTRY
Health

PRODUCT
Plastic Surgeon

ADVERTISING SOLUTION
Device ID Address Match

CAMPAIGN LENGTH
One Month

Objective

The client expressed interest in gaining new clients for plastic surgery procedures.

Challenge

Identifying individuals who are in-market for plastic surgery procedures can be difficult due to the specialized nature of the service.

Solution

We recommended using Device ID Address Match to capture the mobile devices of subscribers based on a list the publisher provided. The client booked 144k impressions to be served over the one-month campaign period.

Results

Insights from the Point of Interest Attribution (POIA) Report generated from this campaign tells us that 13 subscribers from the publisher's list physically walked into the client's brick and mortar location, resulting in 30 total visits.

Key Findings

If an advertiser can provide a list of customers who had purchased something from them during the course of a campaign, we can match them back to devices we targeted. This shows them exactly how many people we targeted that actually converted to customers – powerful ROI!