

Healthcare case study



INDUSTRY
Health

PRODUCT
State Health Department

ADVERTISING SOLUTION
Full Funnel Strategy

CAMPAIGN LENGTH
Three Months

Objectives

Increase vaccination awareness with a heavy focus on reaching English and Spanish speaking parents.

Solutions

- The client had a sizeable budget to spend on campaigns to reach their goals of increasing awareness of two vaccines but struggled with setting a strategic direction and clear key perform indicators (KPIs).
 - Our team worked closely with the client to understand their need to increase social engagement and grow traffic to their new website.
 - The main focus of both campaigns was to use social media (Facebook) to increase vaccination awareness, social engagement, and website traffic.
 - We recommended using Programmatic Display, Device ID, Pre-Roll Video, and Streaming TV to behaviorally and demographically reach parents, users intrested in health, and Spainsh speakers
 - Paid Search and You Tube were utilized to additionally boost website traffic and video engagement.

Results

1,642

New social media page likes

9,212

Total unique link click for campaign 1

23,144

Total unique link clicks for campaign 2

+0.04%

Increased the average clickthrough rate (CTR) from 0.09% - 0.13% for programmatic campaigns