

CASE STUDY: HEALTHCARE

Birth Center ran an awareness campaign to consider them as an alternative birthing option.

Included multiple display assets and native ads.

Birth Center ran a campaign targeting 80 zip codes to drive site traffic and increase awareness of services.

Targeting tactics included targeting to over 80 zip codes where they drive the most business, audience targeting to expectant parents and interest in pregnancy segments, contextual targeting to pregnancy content, and site retargeting. Native content ads appeared as sponsored content on contextually targeted audiences that included parenting and baby content.

Creatives: Multiple display assets and native ads.

Includes Native
Content
Marketing

0.23%
CTR

0.13%
Above industry
average