

CASE STUDY: HEALTHCARE

Cardiac hospital that wanted to grow their online presence utilizing multiple types of creative assets and various targeting tactics.

Included multiple standard display and video assets.

Specialty hospital focusing on cardiac care had historically utilized traditional media for advertising but wanted to utilize digital to grow their online presence.

Targeting tactics included using a custom whitelist that targeted health and fitness websites, demo targeting to seniors, contextually targeting content related to health and fitness, and site retargeting. Goal was to increase awareness and online activity on their website.

Clicks to website: 15,000+

Creatives: Display and :15 & :30 pre-roll video creatives

Multi-Platform
approach with
display and
pre-roll video

0.14%
CTR

15K+
Clicks