

Health Case Study

SAVE TIME AND ACHIEVE HIGHER RETURN ON AD SPEND (ROAS) BY TRUSTING TC ADVERTISING SELECT TO RUN YOUR HEALTHCARE CAMPAIGNS.

CONTEXT



CAMPAIGN LENGTH

Three months



GEOGRAPHY

East Coast State



INVESTMENT

\$260,000



SOLUTIONS

Display, Device ID, Programmatic Video, Streaming TV, YouTube, Social, Search Engine Marketing (SEM)

OVERVIEW

The client had a sizeable budget to reach their goals of increasing awareness of two vaccines but struggled with setting a strategic direction and clear key performance indicators (KPIs).

RESULTS

1,642

New social media page likes

+0.04%

Increased the average click-through rate (CTR) from 0.09% - 0.13% for Programmatic campaigns

32,356

Total unique link clicks

STRATEGY AND SOLUTIONS

- 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.

PRODUCT SELECTION

- We recommended using Programmatic Display, Device ID, Programmatic Video, and Streaming TV to behaviorally and demographically reach parents, users interested in health, and Spanish speakers.
- SEM and YouTube were additionally used to boost website traffic and video engagement.

