HEALTHCARE CASE STUDY

Hospital System: **1,244 New Visitors**

Display and Device ID that brought new patients to primary care and orthopedics.

OVERVIEW

Client
Hospital system

Campaign length
Eight months

Geography
Western U.S.

Products used
Targeted Display and Device ID

OBJECTIVE

Drive new patients to the hospital's primary care and orthopedics departments.

6x
return on investment.

STRATEGY AND SOLUTIONS

We combined **targeted display ads** with **Device ID geofencing** to build awareness and bring patients to the hospital's facilities.

Primary care: we targeted families and moms with children, and geofenced places with steady foot traffic like grocery stores and parks.

Orthopedics: we targeted active adults and "weekend warriors" 35 and older, geofencing parks, bike paths, and places they'd visited over the previous several months.

Pairing Display with Device ID extended reach for a top-of-funnel awareness campaign.



RESULTS

1,244
new visitors to the hospital from Device ID

6x
return on investment

Growing a practice? We'll reach the patients who need your services, right where they spend their time.

Results from a single advertiser; individual results vary.