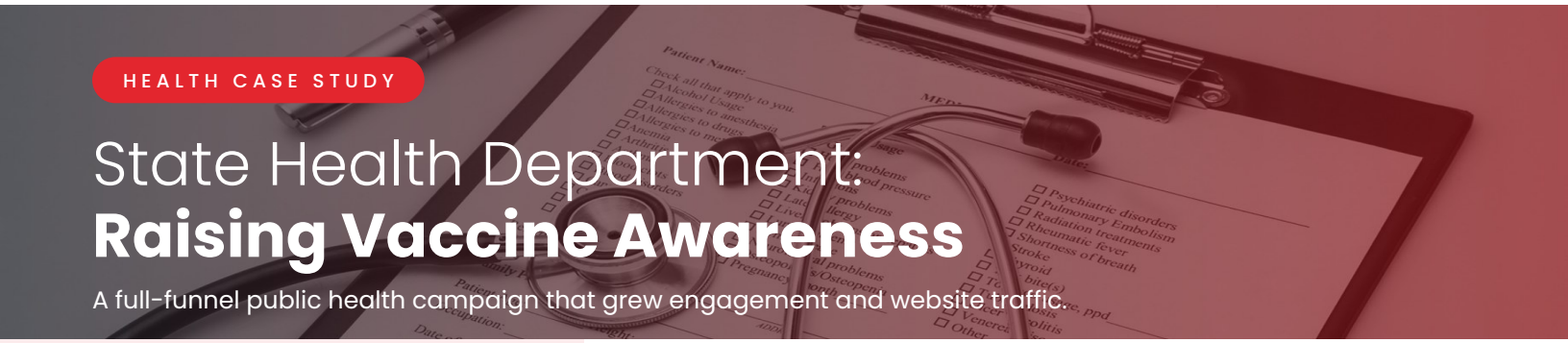


HEALTH CASE STUDY

State Health Department: **Raising Vaccine Awareness**

A full-funnel public health campaign that grew engagement and website traffic.

OVERVIEW

Client
State health department

Campaign length
Three months

Geography
East Coast state

Investment
$260,000

Products used
Display, Device ID, Programmatic Video, Streaming TV, YouTube, Social, and Search (SEM)

OBJECTIVE

Increase awareness of two vaccines, grow social engagement, and drive traffic to a new website.

32,356
unique link clicks to the new website.

STRATEGY AND SOLUTIONS

The client had a sizable budget but needed a **clear strategy and measurable goals**. We worked closely with them to define both, focused on social engagement and traffic to their new website.

Facebook led the effort to build vaccine awareness, engagement, and website visits.

Programmatic Display, Device ID, Programmatic Video, and Streaming TV reached parents, people interested in health topics, and Spanish speakers. **Search and YouTube** boosted website traffic and video engagement.



RESULTS

32,356
unique link clicks

1,642
new social media page likes

0.13%
average click-through rate, up from 0.09%

Running a public awareness campaign? We'll build a full-funnel plan with clear goals from day one.

Results from a single advertiser; individual results vary.