

Health Facility Case Study

Awareness Campaign for Regional Missouri Medical Clinic

Objective: Driving traffic to walk-in medical clinic and increase conversions

Strategy & Execution

- This campaign ran from Q3 2023 until Q2 2024, targeting different audiences using a variety of tactics including DCM Pixels, and Secondary Screen retargeting. The campaign targeted several audiences in certain designated market areas (DMAs), including tech-savvy individuals, African Americans, career-committed individuals, moms and dads, and new movers.
- Companion banners clicked through to complete a desired action, such as downloading a coupon, placing a call, or opening a web link. For this campaign, it prompted listeners to visit this regional medical center's website, find or book a ride to their nearest center, place a call, and more.
- This health system also utilized a Corsa tracking pixel that measures the success of audio ad campaigns by matching the users who heard the ads to users who subsequently performed a certain action, including visiting a website, making a purchase, or downloading an app.
- This campaign used different pixels to track conversions, including click to call mobile, click to call virtual visit, book a ride, get directions, and schedule a virtual visit.
- Users who heard these audio ads were then seamlessly retargeted with companion display ads, combining sight and sound to engage the audience and increase reach.



6 Billion + Monthly avails in Corsa's Run of Network



Fully HIPAA, GPP, IAB compliant



In-house contextual and behavioral audience



In-house Creative & Campaign Management

Results

- PMP campaign contributed to 1,100+ total conversions, with 725 being cross-device conversions. The Second Screen click-through rate reached 0.61%, which is a 39% increase in CTR compared to the industry average. This campaign garnered over 7,200 clicks and over 1.4 million Second Screen impressions.
- Corsa's planning, management, and optimization of the campaign directly led to its success. With a relatively low budget, this regional medical center client achieved a high click-through rate and media eCPM.

\$11.25 eCPM

93% LTR

7,200 Clicks

1,100+ Conversions

3,800 Interactions

Platforms & Tools Leveraged

