



# CASE STUDY

# HEALTH CARE

**LOCAL NEWS RETARGETING ACHIEVES 0.3% CTR**

## SOLUTION

We recommended utilizing Local News Retargeting to maximize reach within the local market. The campaign focus evolved with time to drive website traffic to department-specific landing pages, such as dermatology, after-hours care, anti-aging services.

## THE RESULTS

Thus far, the client has spent \$1,700 on this campaign and has recorded an overall **.3%** click-through rate (CTR)! Since the campaign goals changed over time, no conversions were tracked. On-site engagement has skyrocketed and the frequent creative swaps have kept the local audiences attentive

## THE FINDINGS

Retargeting strategies work! A recent study by Social Media Today found that retargeting ads led to a **1,046%** increase in branded search and a **726%** lift in site visits.

## THE DETAILS



**INDUSTRY**  
Healthcare



**CAMPAIGN LENGTH**  
Six Months



### OBJECTIVE

The client hoped to generate branding & awareness of their hospital through website visits to ultimately drive locals to visit for their care needs.



### CHALLENGE

Keeping the community safe & healthy through COVID-19 was paramount.

