

Success Story: Radiologic Clinic

2014 Average

.17%
CTR

With highest click thru's
on tablet/mobile .32%

Integrated digital display in VDP
coverage ATZ's and casting a
wider net in additional market
areas drove to **greater brand
awareness**

Challenge

- Increase new patient acquisitions with print and digital integration
- Drive online users to URL landing page to educate consumers of services provided. Retargeting to website visitors to the unique user against clients key target

Solution

- Targeted key ATZ's around 2 locations in a 5 mile radius with high indexing geographies comprised of the strongest density of the highest income and age relevant prospects
 - % Households with HHr Age 35-65
 - % Households with HH Income \$75k+
 - CBP variable – Physicians & Surgeons
- Ran Display campaign on contextually relevant channels to reach audience of Adults Ages 35-65 & Health & Wellness Enthusiasts

Result

- Acquired over 300 new patients!
- Mobile / Tablet reached CTR of .32%