

Audiologist Converts New Hearing Aid Patients With Above The Fold

Overview

An audiology practice with multiple locations was looking to promote hearing aids and hearing assessments with a localized programmatic advertising campaign. It enlisted the help of The Above The Fold to utilize Geo-Fencing with Conversion Zones technology and several other tactics to reach its target audience, track offline conversions, and achieve a CTR of 0.10%.

Solution

The advertiser identified several area competitors, and The Above The Fold team built target fences around each competitor to target visitors to these locations. Above The Fold then set up Conversion Zones around the advertiser's clinics to measure offline conversions. The campaign also featured Search Retargeting at the keyword level and Category Contextual targeting to maximize the campaign's reach and performance. After launch, Above The Fold and our multivariate algorithms made enhancements to improve the campaign's performance. These included optimizing the keywords, implementing frequency caps, and blocklisting domains.

Results

Over five months, Above The Fold delivered a CTR of 0.13%, exceeding the client's initial goal of 0.10%. Further, the campaign generated 282 visits to the advertiser's locations.

— Results —

282
Total Visits

0.13% CTR
Campaign Result

Category
Healthcare