

Local Hospital Converts and Learns With With Get Above The Fold

Overview

A local hospital was looking to build awareness as the leading healthcare facility for treatments and emergencies. It enlisted the help of Get Above The Fold to utilize Geo-Fencing technology combined with several other targeting tactics to more precisely reach its audience, track conversions, measure results, and improve its overall advertising performance.

Solution

The advertiser identified the key competitive hospitals that it wanted to target. The Above The Fold team then developed a comprehensive strategy of Geo-Fencing with Conversion Zones to target those competitors and measure conversions to the advertiser's hospital. The campaign also featured Search Retargeting at the keyword level, Category Contextual targeting, Site Retargeting, and mobile geo-optimization. The Above The Fold team optimized the campaign by adding target fences mid-flight, adjusting keywords, blocklisting certain domains, and more.

Results

Above The Fold was able to deliver a CTR of 0.11%, along with a \$0.53 CPA and a 0.17% View Through Rate. With our Conversion Zone tool, the advertiser was also able to track its Cost Per Visit (CPV). Furthermore, the advertiser gathered valuable market insights via the Geo-Fencing campaign. By targeting nearby hospitals, the client identified that one location received a majority of the campaign's impressions, thereby revealing the advertiser's closest competitor. This insight has positively impacted the hospital's other marketing strategies.

— Results —

\$0.53 CPA
Campaign Result

0.11% CTR
Campaign Result

Category
Healthcare