

## Senior Care Center Outperforms CTR Goals

### Overview

A senior nursing care and rehabilitation center was looking to increase awareness among its relevant audience and drive up its programmatic advertising performance. It enlisted the help of our group to precisely target individuals interested in short-term rehabilitation and nursing care to achieve a CTR of 0.15%.

### Solution

The programmatic team developed a comprehensive strategy of Search Retargeting at the keyword level and Site Retargeting. With quick learning from the campaign launch, our multivariate algorithms optimized the campaign by fine-tuning keywords, blocklisting specific domains to target customers more precisely, and adjusting the frequency cap to maximize the budget.

### Results

We achieved a CTR of 0.45% to date through multiple tactics and optimizations, tripling the client's goal of a 0.15% CTR. With approximately one month remaining in the nine-month campaign, the team will continue to make adjustments to maximize performance.

— Results —

**.45% CTR**  
Campaign Goal

**3x**  
Campaign Result

**Category**  
Healthcare