

Local Wellness Center Uses Above The Fold's CTV Solution to Drive Foot Traffic

Overview

A local wellness center was looking to drive foot traffic and build awareness as the newest healthcare center in town. It enlisted the help of Above The Fold (ATF) to utilize CTV advertising alongside ATF's unique targeting tactics. The goal was to achieve a \$5 Cost Per Action, defined as a visit to the wellness center.

Solution

Together, the ATF team and the advertiser developed a plan to use ATF's CTV solution alongside Keyword Contextual Search Retargeting and Site Retargeting to reach a relevant audience on streaming devices. The advertiser implemented Keyword Contextual Search Retargeting to reach users who were actively searching for and reading about healthcare. ATF built a list of 630 keywords including health benefits, nutrition, and mental health. The campaign also featured a Conversion Zone around the wellness center's physical location in order to track offline conversions from users who were previously served an ad. Additionally, the team implemented Site Retargeting with display ads to reach users who previously visited the wellness center's website. After activating both CTV and display ads, the team swapped the creatives out after one month in order to keep the messaging fresh.

Results

Over the course of the two month long campaign, ATF helped to deliver a CPA of \$4.41, surpassing the original goal of \$5.00. Furthermore, there was an overall increase of foot traffic and brand recognition due to the use of CTV advertising.

— Results —

\$4.41 CPA
Campaign Result

Category
Healthcare