

CASE STUDY: HEALTHCARE

State Health Department streaming audio campaign promoting awareness for STD screening.

Included audio assets.

State Health Department 6-day streaming audio campaign promoting STD awareness and screening.

Targeting tactics included state-wide demographic targeting to specific at-risk groups creating awareness for specific STD screenings. Campaign ran on both targeted audience demo inventory as well as private marketplace (PMP) deals on streaming audio networks.

Budget: \$15,000

Impressions Contracted: 500,000

Impressions Delivered: 557,525

Creatives: :15 & :30 streaming audio spots

500K+

Audio messages
delivered

87.3%

Audio
Completion
Rate

PMP

Private
Marketplace
Targeting