

CASE STUDY: HEALTHCARE

Healthcare Advocacy Group campaign in 24 states: Arizona, Colorado, Delaware, Florida, Illinois, Indiana, Iowa, Maine, Maryland, Minnesota, Missouri, Nevada, New Mexico, North Carolina, Ohio, Oregon, Pennsylvania, South Carolina, Tennessee, Texas, Washington, West Virginia and Wyoming.

Included a mix of standard banner ad sizes and video pre-roll.

Healthcare Advocacy Group multi-state campaign around substance abuse resource awareness.

Multi-state audience targeting to educate at-risk individuals around substance abuse and increase awareness and accessibility of online resources.

Budget: \$1,125,000

Contracted Impressions: 111,000,000

Creatives: Multiple display ads sizes and :15/:30 pre-roll video

40%

**Above CTR
benchmark**

124M+

**Impressions
delivered**

2.5x

**VCR compared to
industry avg.**