

# CASE STUDY: HEALTHCARE

State Chamber of Commerce promoting COVID-19 safety during the pandemic over a 30-day period.

Included multiple display ad sizes and pre-roll video assets.

**State Chamber of Commerce 30-day campaign promoting COVID-19 safety and awareness of statewide protocols and mandates.**

Targeting tactics included running run of network (RON), statewide in order to cast the largest net possible around COVID-19 safety awareness.

Budget: \$16,500

Impressions Contracted: 1,497,222

Impressions Delivered: 1,528,378

Creatives: Multiple display ad sizes and pre-roll video assets

**0.14%**

Display CTR

**61.5%**

Preroll Video  
Completion  
Rate

**2,100+**

Residents  
clicked for more  
information