

OVERVIEW

Client

State Health Department

Campaign Length

Three months

Objectives

Increase vaccination awareness with a heavy focus on reaching English and Spanish speaking parents

Total Investment

\$260,000+

Geography

State on the East Coast

Products Utilized

Programmatic Display
Device ID
Pre-Roll Video
Streaming TV
YouTube
Social Media
Paid Search

RESULTS

1,642

New social media page likes

9,212

Total unique link clicks for Campaign 1

23,144

Total unique link clicks for Campaign 2

+0.04%

Increased the average clickthrough rate (CTR) from 0.09% - 0.13% for Programmatic campaigns

STRATEGY & SOLUTIONS

- The client had a sizeable budget to spend on campaigns to reach their goals of increasing awareness of two vaccines but struggled with setting a strategic direction and clear key performance indicators (KPIs).
 - Our team worked closely with the client to understand their need to increase social engagement and grow traffic to their new website.
 - The main focus of both campaigns was to use social media (Facebook) to increase vaccination awareness, social engagement, and website traffic.
 - We recommended using Programmatic Display, Device ID, Pre-Roll Video, and Streaming TV to behaviorally and demographically reach parents, users interested in health, and Spanish speakers
 - Paid Search and YouTube were utilized to additionally boost website traffic and video engagement.