

# ADDICTION RECOVERY CENTER BEATS CTR GOALS

## OVERVIEW

An addiction treatment and recovery center was looking to increase awareness among their target audience and drive up their programmatic advertising performance. They enlisted our help to utilize new geo-fencing technology and a variety of other tactics to reach individuals in need of treatment with the goal of achieving a CTR of .1%.

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## SOLUTION

The team developed a comprehensive strategy of keyword search retargeting, category contextual targeting, mobile geo-optimization and geo-fencing. We built nearly 300 custom geo-fences around treatment and counseling centers in relevant locations around the country. With quick learning from the campaign launch, our multivariate algorithms optimized the campaign by programmatically shifting budget to the highest performing tactics, optimizing keywords and category contextual elements, blacklisting domains and adjusting recency.

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## RESULTS

Through multiple tactics and optimizations, we achieved a CTR of .21% more than doubling the client's goal of a .1% CTR.

**2X+**

CLIENT GOAL

CAMPAIGN  
LENGTH  
**10 WEEKS**

CAMPAIGN  
GOAL  
**.1% CTR**

CAMPAIGN  
RESULT  
**.21% CTR**