

COMMUNITY ORG REACHES VIDEO AUDIENCE

OVERVIEW

A children's orthopedic institute was looking to drive awareness of their care options for sports injuries with pre-roll video creative. They enlisted our help to reach parents of children with sports-related injuries and a goal of achieving a .1% CTR.

SOLUTION

The team developed a strategy of search retargeting at the keyword level and category contextual targeting to reach individuals in the area searching for and reading content on the web about children's sports injuries. After launch, our multivariate algorithms worked to optimize the campaign. The team introduced several of our healthcare-related optimized audiences. This significantly boosted performance with some audiences achieving CTRs higher than .65%.

RESULTS

Over the two-month duration of the campaign, we delivered a .35% CTR, more than tripling the initial goal. Additionally, the campaign achieved a successful video completion rate of 75%.

68%

VIDEO COMPLETION RATE

CATEGORY
HEALTH & SAFETY

CAMPAIGN
LENGTH
2 MONTHS

CAMPAIGN
RESULT
.32% CTR