

PEDIATRIC DENTIST TARGETS PARENTS

OVERVIEW

A pediatric dentistry practice was looking to increase awareness of the office's differentiating services and increase their patient count. They enlisted our help to more precisely reach their target audience and achieve the industry average CTR of .08-.1%.

SOLUTION

The team developed a comprehensive strategy of keyword search retargeting, category contextual targeting, mobile geo-optimization and added optimized audiences to target parents who were likely seeking dental care for their children. With quick learning after campaign launch, we made mid-flight adjustments to improve performance, in addition to automated optimizations through the use of unstructured data. Budget was shifted programmatically to the highest performing tactics, and the team adjusted recency and frequency capping to enhance targeting and maximize clicks.

RESULTS

Through multiple tactics and optimizations, we delivered a CTR of .25%, greatly exceeding the client's initial goal of .08-.1%.

.25%

CAMPAIGN CTR

CATEGORY
HEALTHCARE

CAMPAIGN
GOAL
.08-.1% CTR

CAMPAIGN
LENGTH
4 WEEKS