

HEARING AID PROVIDER DRIVES CLICKTHROUGH TRAFFIC

OVERVIEW

A hearing aid provider was looking to increase awareness of their hearing aid products and physical storefronts by driving traffic to their website. They enlisted our help to utilize several programmatic tactics to reach their target audience with the goal of achieving a CTR of .1%.

SOLUTION

Together, the advertiser and our team developed a comprehensive strategy of search retargeting at the keyword contextual level, category contextual targeting, and mobile geo-optimization. The campaign utilized search and contextual targeting to reach users who indicated interest in hearing aids, including targeting competitor domains and keywords. After campaign launch, our multivariate algorithms made mid-flight enhancements to improve performance. These included shifting budget to the highest performing tactics and keywords, blacklisting domains, adjusting recency from 30 days to one day, changing the frequency cap, and implementing dayparting to maximize performance and reach.

RESULTS

Over the course of the campaign, we delivered a CTR of .39%, nearly quadrupling the advertiser's initial goal of .1%.

.39%

CAMPAIGN CTR

CATEGORY
HEALTHCARE

CAMPAIGN
LENGTH
1 YEAR

CAMPAIGN
GOAL
.1% CTR