



TAKE 5 MEDIA GROUP

# Digital Multi-Channel Healthcare

## Case Study

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# Digital Multi-Channel Healthcare Case Study

## Campaign Scope

**Category:** Healthcare

**Volume:** Email **A**): 3,000,000  
Email **B**): 3,000,000  
Digital Ad Display: 4,000,000

### Scope of Work

Employ a targeted, digital multi-channel approach of email and retargeting via ad display to promote the healthcare facility to a specified demographic and lifestyle select of consumers in eight defined locations.

### Lifestyle Target

Age 40 and above Specialty-Ortho T5 subscribers who have requested to receive information on conditions related to orthopedic ailments within a 30-mile radius of specific office locations provided by the company.

### Campaign Purpose:

To drive branding, awareness and sales activity for a renowned Healthcare facility.

#### Strategy A *Targeted Email Deployment*

Targeted Email Deployment: Two separate email deployments of 3,000,000 each were sent during a 30-day period to a test segment of people over 40 years of age, located within a 30-mile radius of each designated office. The responders also requested to receive information regarding orthopedic ailments.

#### Strategy B *Retargeting Ad Display*

Responders of the email deployments were then retargeted via display advertising. The company banner creatives were sent to those responders for a two-week period on a national network with mobile and social placements included.



# Digital Multi-Channel Healthcare Case Study

## Campaign Strategy - Targeted Email

### Deployed

Email **A**): 3,000,000

### Campaign Name

Healthcare Digital Multi-Channel Case Study

### Mission

To promote the healthcare facility, particularly the orthopedics department, to patients suffering from joint pain.

### Overview

A strategic combination of targeted email to 8 different locations followed by retargeting via ad display to the email responders.



**Relief from joint pain.  
So much to gain!**

**Have you met your insurance deductible this year?**

If joint pain is keeping you from the things you love, we can help. Our experienced orthopedic specialists and minimally invasive surgical options mean you can get back to the things that really matter to you. If you're ready to move past joint pain, find out if joint replacement surgery is right for you.

[CLICK HERE TO LEARN MORE](#)

\*please note that the image above is a "representation" of the creative that was delivered during the campaign and may appear differently.



# Digital Multi-Channel Healthcare Case Study

## Email 'A' – Scope & Results

Email 'A' Volume:  
3,000,000

### OPEN RATE %

#### Definitions

**Email Volume:**  
Emails deployed

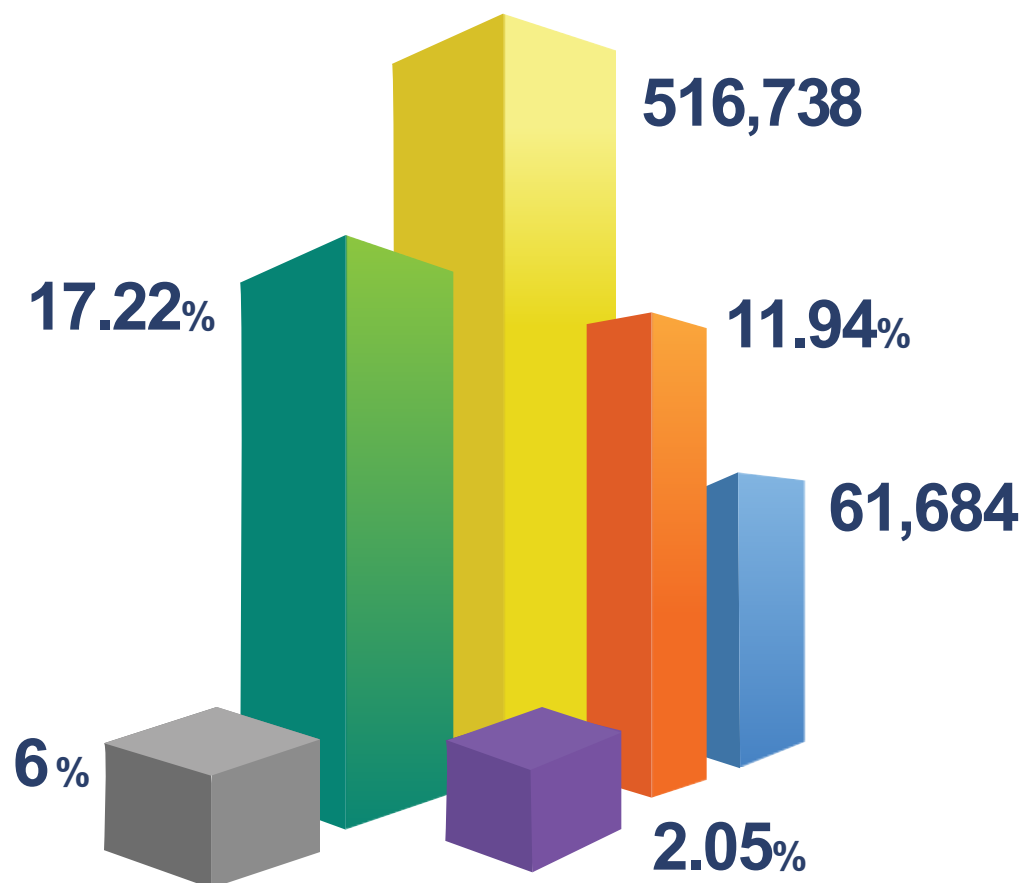
**Total Opens:**  
Total emails opened

**Open %:**  
Total opens divided  
by email volume

**Total Clicks:**  
Total number of clicks

**Click %:**  
Total clicks divided by  
email volume

**Click-Thru Rate (CTR):**  
Total clicks divided by  
total opens



TOTAL  
OPENS



OPEN %



TOTAL  
CLICKS



CLICK %



CTR



INDUSTRY  
STANDARD



# Digital Multi-Channel Healthcare Case Study

## Campaign Strategy - Targeted Email

### Deployed

Email **B**): 3,000,000

### Campaign Name

Healthcare Digital Multi-Channel Case Study

### Mission

To promote the healthcare facility, particularly the orthopedics department, to patients suffering from joint pain.

### Overview

A strategic combination of targeted email to 8 different locations followed by retargeting via ad display to the email responders.



**Relief from joint pain.  
So much to gain!**

**Have you met your insurance deductible this year?**

If joint pain is keeping you from the things you love, we can help. Our experienced orthopedic specialists and minimally invasive surgical options mean you can get back to the things that really matter to you. If you're ready to move past joint pain, find out if joint replacement surgery is right for you.

[CLICK HERE TO LEARN MORE](#)

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# Digital Multi-Channel Healthcare Case Study

## Email 'B' – Scope & Results

**Email 'B' Volume:**  
3,000,000

**OPEN RATE %**

### Definitions

**Email Volume:**  
Emails deployed

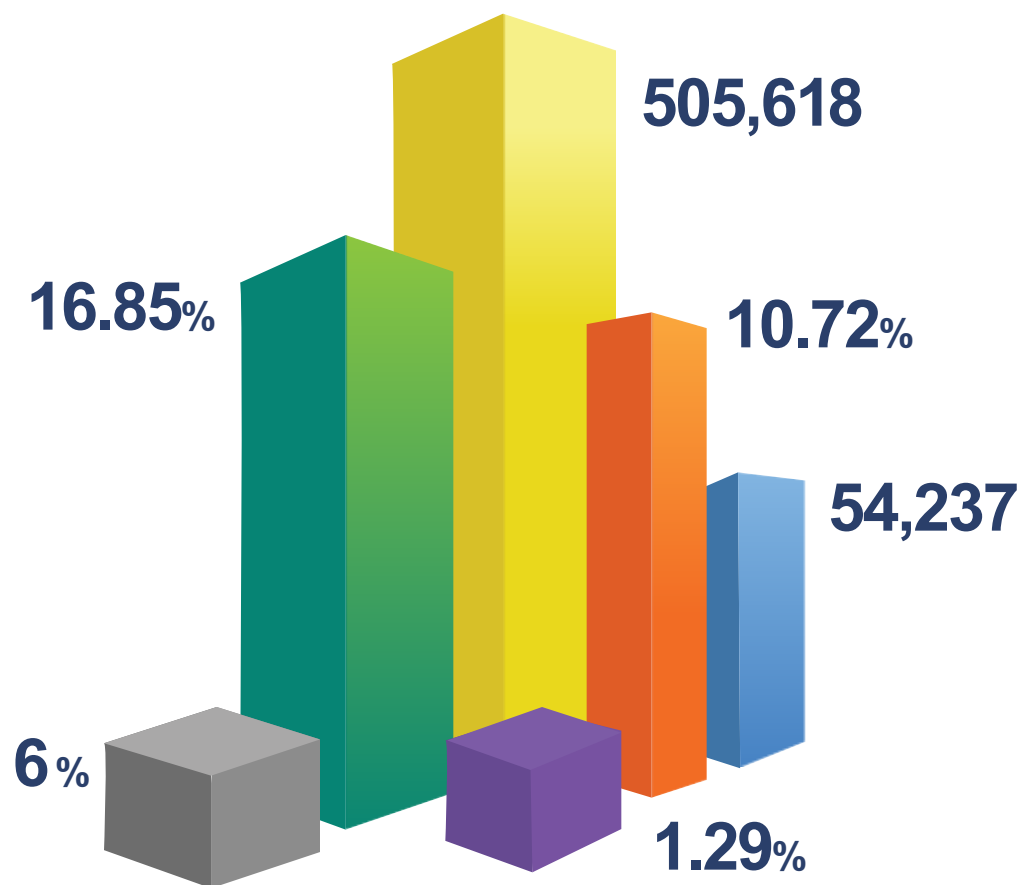
**Total Opens:**  
Total emails opened

**Open %:**  
Total opens divided by email volume

**Total Clicks:**  
Total number of clicks

**Click %:**  
Total clicks divided by email volume

**Click-Thru Rate (CTR):**  
Total clicks divided by total opens



TOTAL  
OPENS



OPEN %



TOTAL  
CLICKS



CLICK %



CTR



INDUSTRY  
STANDARD



# Digital Multi-Channel Healthcare Case Study

## Digital Ad Display

### Ad Display

These display/banner ads were served to the responders (openers/clickers) of the email deployments over a two-week period.

The image displays five digital ad banners arranged in a grid. Each banner features a family (parents and children) sitting on the grass with a soccer ball. The text on the banners is as follows:

- Top Left:** Relief from joint pain. So much to gain! Met your insurance deductible this year? [Blurred] For more info or to book your appointment 24/7, **CLICK HERE.**
- Top Middle:** Relief from joint pain. So much to gain! Met your insurance deductible? [Blurred] For more info or to book your appointment 24/7, **CLICK HERE.**
- Top Right:** Relief from joint pain. So much to gain! Met your insurance deductible this year? [Blurred] For more information or to book your appointment 24/7, call 844-533-CHMG or **CLICK HERE.**
- Bottom Left:** Relief from joint pain. So much to gain! Met your insurance deductible this year? [Blurred] For more information or to book your appointment 24/7, **CLICK HERE.**
- Bottom Right:** Relief from joint pain. So much to gain! Met your insurance deductible this year? [Blurred] For more information or to book your appointment 24/7, **CLICK HERE.**



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## Campaign Results

### Campaign Results

Due to the strength of the targeting involved in this campaign, extremely high-engagement was achieved. New patients for the doctors were gained and the healthcare organizations name carries more brand recognition in the orthopedic field than before.

### Next Steps:

Further campaigns are planned to increase exposure within the targeted data segments as well as expansion into other medical practices, GEO's, and other divisions within the healthcare organization.





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