

Medical Mobile Conquesting Story:

Mobile Conquesting campaign delivers beautiful results for this Doctor's office!

Client: Vein Treatment

Category: Medical

Background:

A doctor's office that specializes in the treatment of varicose veins, located in a mid-size southern city, wanted to reach potential clients who would be interested in learning about a minimally invasive laser treatment and sign up for a free screening.

Strategy:

Through our hyper-targeted mobile exchanges, we created a Mobile Conquesting strategy, which targeted women in selected upper income zip codes. They utilized our expandable ad format which allowed people to tap the banner ad and then view a full page ad on their mobile device. Users could then click on a button to view a video about the procedure, click to make an appointment, or click-to-call.

Results:

The ad campaign had an overall Click-Through-Rate (CTR) of .63% (almost 10x the national CTR average), and the conversion rate (those clicking on one of the Call-To-Action buttons) was 5.05%!

