

# Digital Targeting Success Story:

## Cloud-based Technology Company for Medical Images



**Client:** RadConnect Teleradiology Services

**Category:** Medical / Healthcare

### Background:

RadConnect's medical image sharing and exam collaboration platform provides a straightforward, convenient way for doctors, hospitals and patients to share radiology images and make the best decisions for each patient. Medical image sharing is as easy as a click of a button. There is no need to perform duplicate exams when prior images can be shared quickly and securely using RadConnect.

### Strategy:

We created a customized IP and Proximity Targeting strategy targeting 10 radiology departments within clinics and also the HCP Tradeshow in Chicago. The goal of the campaign was to create product / brand awareness with targeted audiences through mobile and desktop display ads. Display ads clicked-through to a landing page featuring a demo video of the Radconnect technology and a form-fill for downloadable whitepaper.

### Result:

A short initial pilot program approximately 60,000 impressions were served. This resulted in a total of 168 click-thru's for an .28% CTR vs industry average of .10%. A total of 71 people watched the video at a longer than average time. They also had 13 people download the whitepaper. Based on the results, the company decided to continue with the digital campaign.

