

OUTFRONT DELIVERED 67% ABOVE THE CTR BENCHMARK FOR ESSE HEALTH

Esse Health is network of physicians around the St. Louis area specializing in a wide range of health services from pediatrics to family practice. Dr. Cockerel was a new physician to their company. Esse Health turned to mobile targeting to spread the word and build awareness that Dr. Cockerel was working for Esse Health and was seeking new patients.

STRATEGY

The strategy of this mobile campaign was to target a specific audience within a five-mile radius surrounding Dr. Cockerel's new office. Esse Health utilized mobile ads to target and reach millennial parents, pharmacy frequenters, and medical insurance holders to ensure optimal reach.

RESULTS

During this 4-week campaign, OUTFRONT delivered over 105,000 mobile impressions for Esse Health and reported 523 clicks on the mobile ad. This campaign achieved a click through rate of .50% which is 67% above the mobile benchmark. In addition, Dr. Cockerel increased her patient visits to 4 per week.



DISCLAIMER: OF COURSE, THE RESULTS OF ANY CASE STUDY ARE SPECIFIC TO ITS FACTS. WE CAN'T GUARANTEE THAT ANY OTHER CAMPAIGN WILL DRIVE SIMILAR RESULTS, INCLUDING INCREASED TRAFFIC.

