

# WE DROVE OVER 250K MOBILE IMPRESSIONS FOR MADERA COUNTY DEPARTMENT OF PUBLIC HEALTH

Madera County Department of Public Health (MCDPH) is a local health department in Fresno, CA. With a mission to lead, protect, and empower the community, MCDPH wanted to encourage reception of the COVID-19 vaccination. The health department turned to mobile targeting to spread the word about the availability of the vaccine and accessible appointment options.

## STRATEGY & TACTICS

- **Zip Code Proximity Targeting:** The health department targeted three zipcodes close to their office location in Madera.
- **Creative Excellence:** MCDPH utilized multiple creatives and banner sizes to encourage users to get vaccinated.
- **Web Linked Banner Ad:** Featured the phrase, “Do more of what you love,” with a call to action to get the vaccine. This banner directed users to an informational page on the COVID-19 vaccine with appointment options and clinic locations.



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, END-USER ACTIVITY (CLICK-THROUGH OR SECONDARY-ACTION RATES), OR REVENUE.



## RESULTS

250,748

IMPRESSIONS DELIVERED

0.38%

CTR

27%

LIFT IN CTR OVER BENCHMARK

957

TOTAL CLICKS

