

WE DROVE 401K MOBILE IMPRESSIONS FOR SELAH BEST PRACTICES

Selah Best Practices is a team of family practice and urgent care providers who give a wide range of medical services from their medicine clinic in Selah, Washington. OUTFRONT enabled this medical clinic to promote their available services to the Selah community. The goal of the campaign was to attract new patients & increase awareness of their clinic to local residents & families.

STRATEGY & TACTICS

- **Proximity Targeting:** Utilizing mobile geo fencing, Selah Best Practices effectively promoted in nearby communities within a 2 mile radius of four targeted neighborhoods. They reached both their demographic & location-based target audiences with a purposeful mobile strategy, serving as an effective secondary touchpoint.
- **Campaign Success:** This simple, direct, & effective creative led to a noteworthy uptick in mobile clicks. We saw a 15% lift over the mobile alone SAR benchmark for Selah Best Practices.



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

401,018

MOBILE IMPRESSIONS

3.44%

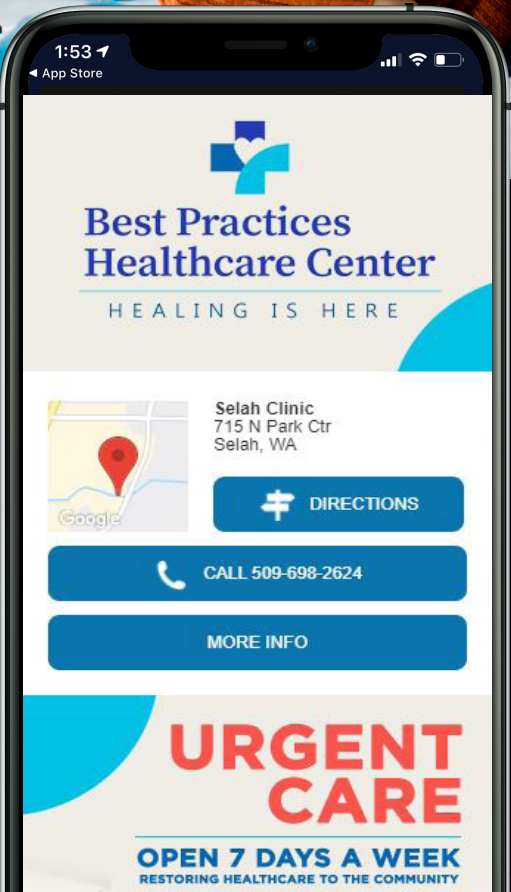
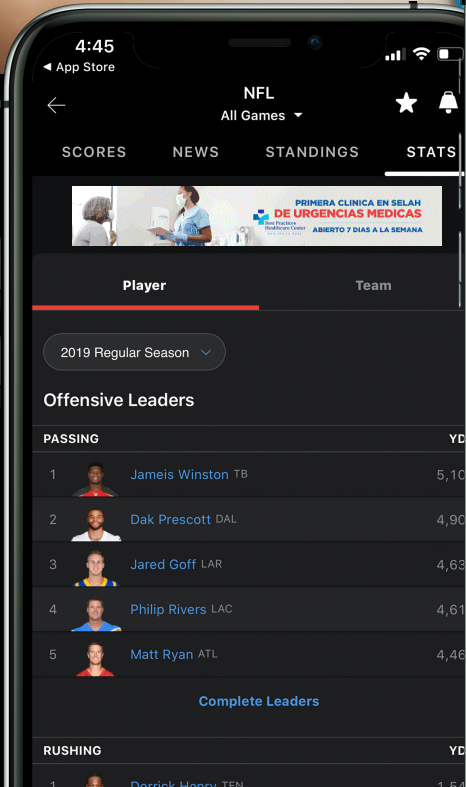
SECONDARY ACTION RATE

987

CLICKS

15%

LIFT OVER THE MOBILE ALONE SAR BENCHMARK



OUTFRONT