

# WE SAW A 77% LIFT ABOVE THE MOBILE CTR BENCHMARK FOR WHEELER CLINIC

Wheeler “provides equitable access to innovative care that improves health, recovery and growth at all stages of life” & believes that “all people will have the opportunity to grow, change and live healthier, productive lives.” With facilities across Connecticut, the campaign’s primary focus was supporting those affected by opioids, while growing awareness of other accessible services.

## STRATEGY & TACTICS

- **Strategically Placed:** Across campaigns, Wheeler utilizes strategically placed Digital Bulletins, Bulletins & Posters through the Connecticut market, speaking to the masses while penetrating neighborhoods of interest with contextually relevant messaging.
- **Mobile Strategy:** In partnership with the “Change The Script” campaign, CT Dept. of Mental Health & Addiction Services & Connecticut Healthy Campus Initiative, proximity targeting was used to reach areas of high-risk, overlaid with Millennial & Gen Z audience targeting.
- **Creative Excellence:** Mobile creative utilized .gif capabilities, which allowed for each of the partner/campaign organizations to be represented to users, heightening reputability & urgency.



## RESULTS

125,027

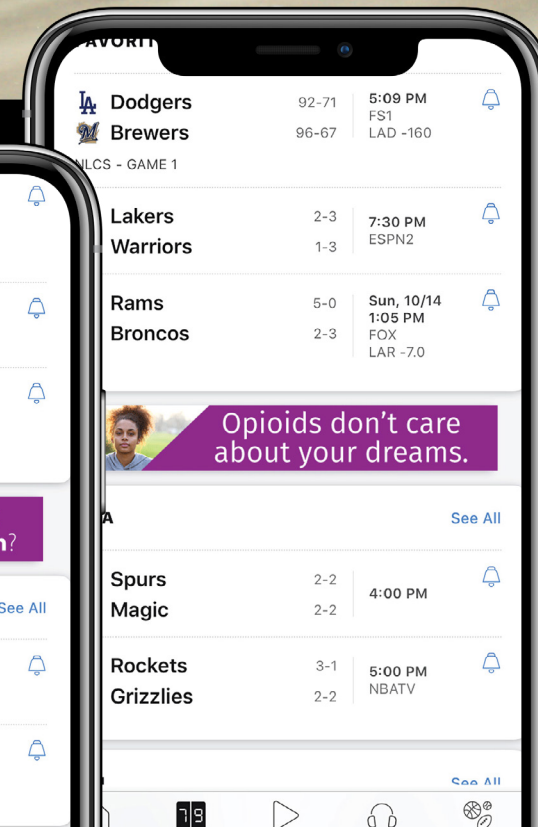
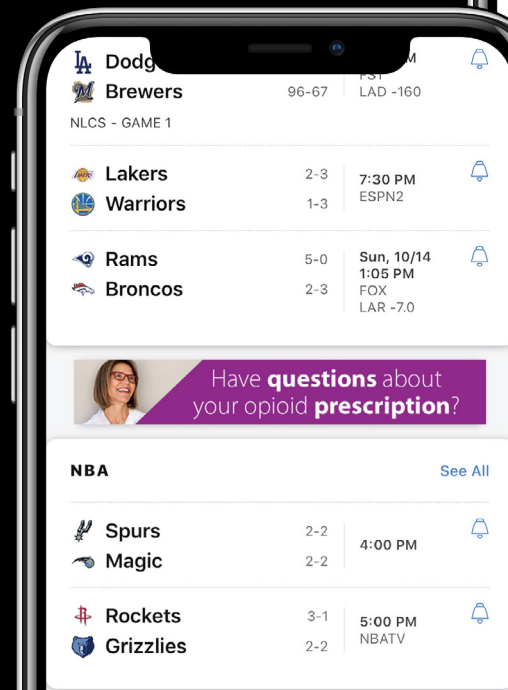
MOBILE IMPRESSIONS DELIVERED

4,249

CLICKS

.53%

CTR



SOURCE: WHEELERCLINIC.ORG

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.

OUTFRONT