



HEALTHCARE

# DRAWING INCREDIBLE RESULTS FOR THIS BLOOD CENTER

 **MULTIPLE CITIES, KY**



## GOAL

- The client's goal was to increase the number of blood donations within a certain radius of their location.
- They were also looking to boost the overall web traffic to their website.

## CHALLENGES

- The biggest challenge with this client was that they had limited experience working with programmatic advertising.
- Due to HIPAA Laws, it was also a challenge trying to target individuals who qualify to donate blood.

## RESULTS

- We were able to work closely with this client to help them understand programmatic display advertising.
- By targeting local neighborhoods in the surrounding areas of the client, we drove over 1,350 geo conversions over a 10 month period.
- With the use of retargeting we were able to drive 498 site conversions, significantly increasing the traffic on their website and more specifically their “Find A Drive” page.

**1,350**  
GEO-CONVERSIONS

**498**  
WEBSITE CONVERSIONS

**SIGNIFICANT INCREASE  
IN WEBSITE TRAFFIC**

