

A Large Government Agency Was Looking to Reach Diverse Communities

A large government agency was looking to partner with a certified minority owned business with an expertise in reaching African American audiences. Huddled Masses submitted a proposal and was awarded the business.

One week after the campaign launch, we looked at all the data we had gathered and began making optimizations and moving budget towards the strategies that were driving the most conversions, creating new strategies based upon our learnings and turning off strategies that were not working.

At the end of the 90-day campaign we exceeded the clients expectations driving multiple site interactions and exceeding the clients goal of 52 seconds onsite. The client awarded Huddled Masses their next campaign which was driving Medicare enrollments.



How Huddled Masses Delivered Results

LAUNCH STRATEGIES

- Behavioral targeting working closely with our data partners to create a custom cookieless data segment that targeted health and lifestyle indicators
- Geo Targeting using our data tool to pull a report that showed the geo's that indexed highest for AA 25-54
- Contextual Targeting content related "heart health"
- Script & Diagnosis Targeting looking at health symptoms and used HIPAA compliant segments to target these audiences

OPTIMIZATIONS

- Behavioral, shifting budget into the "lifestyle" targeting segments since those were outperforming
- We optimized the conversation ad unit by updating the questions on the back end
- Dayparting & Site Targeting: We added in a top converting website strategy
- We moved additional dollars into the Colossus sites, and created PMP deals with the top performers

To learn more please visit huddledmasses.com

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