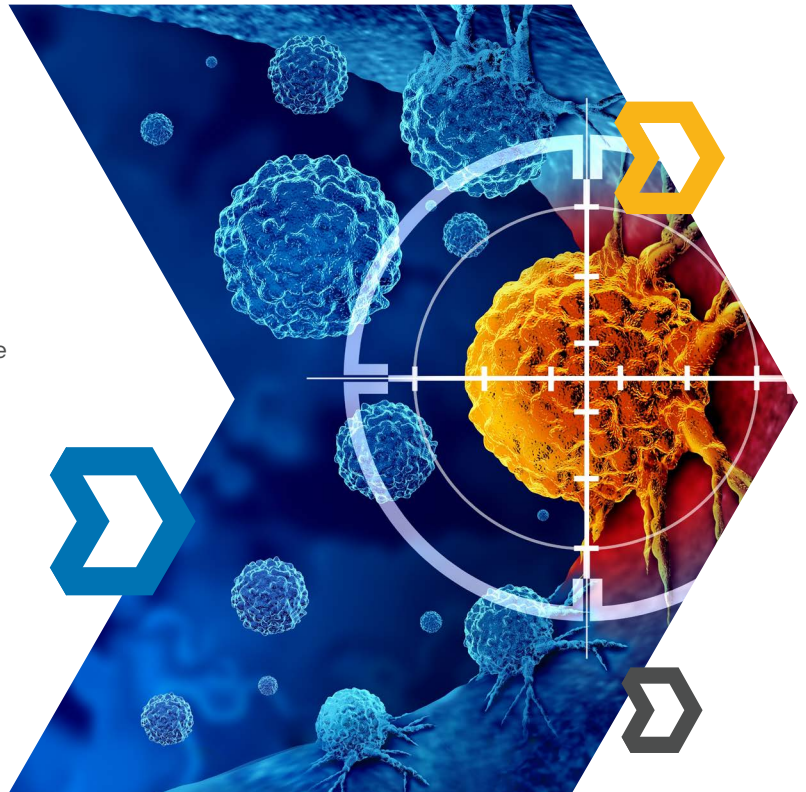


Huddled Masses Omni-channel Marketing Campaign Exceeds Client Goals by 237%

More importantly, 100 cancer patients were introduced to a cancer treatment that has fewer side effects.

Proton therapy is an advanced form of radiation therapy that suits many types of cancers and tumor types. A key benefit of proton therapy is that it precisely targets the tumor and spares the surrounding healthy tissues. This decreases the likelihood of undesired and unnecessary side effects. To provide patients with this option, there are 45 proton therapy centers located across the United States.

The Oklahoma Proton Center was just the sixth center to open. The facility was created to provide a tailored, comfortable, supportive treatment experience for patients of all ages and cancer diagnoses.



How Huddled Masses delivered results

CONVERSIONS AND SOCIAL

Social has been our top converting platform where conversions have been increasing month over month. At the end of a 90 day campaign flight, **Huddled Masses delivered 101 conversions**, exceeding the client's expectation by 237%.

SENSITIVITY CAMPAIGN

Given the sensitivity of cancer, Huddled Masses created a general awareness campaign to let people likely to know someone who is ill that the alternative to radiation is available.

OMNICHANNEL

The omnichannel campaign launched as a multichannel initiative, spanning YouTube, display and social media. Visitors to the Oklahoma Proton Center website were placed in a retargeting pool.

To learn more please visit huddledmasses.com

 **Direct Digital**
Holdings



The Challenge

Informing the public about cancer treatment options requires a dual education effort: Informing healthcare professionals (HCPs) of advances in research and technology, as well as making sure patients know these options are available.

Marketing cancer therapies is a challenge. To begin, healthcare data is one of the most protected classes of data in the U.S. In 1996, Congress passed the Health Insurance Portability and Accountability Act of 1996 (HIPAA), which required the creation of national standards to protect sensitive patient health information from being disclosed without the patient's consent or knowledge.

Additionally, the healthcare industry has adopted standards for limiting data collection and targeting, especially for serious diseases and conditions, such as cancer. Targeting patients who have received a cancer diagnosis and have been recommended radiation is extremely difficult to do.

The client came to us for assistance with an omni-channel marketing campaign to help them reach doctors and patients. They had a goal of driving 30 new leads over the course of three months. To qualify for a lead, the user must click the phone call button.

The Solution

Huddled Masses designed a comprehensive media plan targeting women aged 35+, as well as men aged 45+ up on social media within the DMAs around the facility. Given the sensitivity of cancer, Huddled Masses created a general awareness campaign to let people likely to know someone who is ill that the alternative to radiation is available.

The omnichannel campaign launched as a multichannel initiative, spanning YouTube, display and social media. Visitors to the Oklahoma Proton Center website were placed in a retargeting pool.

After a week, the team met to analyze results and implement optimizations to drive stronger performance.

Those optimizations included:

- Focusing ad spend during weekdays, which was when more conversions occurred.
- Removed In-App inventory from Cross Device Display due to no conversions
- Removed Tablet inventory from Cross Device Display due to no conversions.
- Social has been our top converting platform where conversions have been increasing month over month.

The Huddled Masses account team remained in close communication with the client, ensuring that they were aware of the optimizations and budget shifts.

The client has renewed the campaign year after year, and continues to work with Huddled Masses to make the general population aware of this effective treatment option.

To learn more please visit huddledmasses.com