

# A Large Chiropractic Franchise Came to Orange 142 to Achieve a 95%+ View Through Rate

A large chiropractic franchise came to us with the goal of running a brand awareness campaign utilizing connected TV. The objective was to achieve a 95%+ view through rate and to drive in-store visitation.

One week after the campaign launch, we analyzed all the data we had gathered. We then began making optimizations and reallocating the budget towards the strategies that were driving the most conversions. Additionally, we developed new strategies based on our insights and discontinued the strategies that were not effective.

At the end of the 6-month campaign we exceeded the clients expectations, having driven 1,312 in-store visits (measured using a 3rd party foot traffic reporting system), and a VCR of 96.82%.



## How Orange 142 Delivered Results

### LAUNCH STRATEGIES

- » **Behavioral Targeting:** Focused on health conditions, back pain, massage, and chiropractic.
- » **CRM Modeling:** The client provided us with their current customer CRM file, which we used to create a lookalike audience.
- » **Re-marketing:** Targeted people who visited the site but did not take any of the desired actions.
- » **Curated Supply:** We selected high quality supply from ABC, NBC, Paramount+, Disney+, Fox and more.

### OPTIMIZATIONS

- » Increased bid and spend on the remarketing strategy as the REM funnel had a chance to build.
- » We created PMP deals with HGTV, iFood.TV & AMC.
- » Using a weekday analysis we saw that Sunday was our top performing day of the week, so we increased spend on that day.
- » We added in-day parting to make sure we were optimizing our spend towards high value times of day.

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Holdings

 Huddled Masses<sup>\*</sup>  Colossus SSP<sup>\*</sup>  Orange 142<sup>\*</sup>