

A Well Known Hospital Was Looking to Raise Awareness and Drive Online Appointments

A well-known hospital was looking to raise awareness and drive online appointments for their Bariatrics Division. They aimed to achieve a \$175 cost per acquisition.

One week after the campaign launch, we looked at all the data we had gathered and began making optimizations. We moved budget towards the strategies that were driving the most conversions, created new strategies based on our learnings, and turned off strategies that were not working.

At the end of the 4-month campaign, we exceeded our clients expectations and goals. **We delivered 304 Appointments, with a CPA of \$161.22, CTR of .08% and CPC of \$3.72.** The client was incredibly pleased with Orange 142 and renewed the campaign for the following year. In addition, they added four other service lines: Vein, Med Spa, Oncology, and Primary Care.



How Orange 142 Delivered Results

LAUNCH STRATEGIES

- » **Behavioral:** Targeted people who were interested in adult nutrition, weight control, diet products, and weight loss.
- » **Condition Targeting:** Targeted users with the health condition “Obesity”.
- » **Prescription Targeting:** Targeted users who were taking Belviq.
- » **Contextual:** Targeted web pages about weight loss.
- » **Lookalike:** Our proprietary algorithm searched and targeted consumers who were similar to ones that were converting.
- » **Geo-Targeting:** We focused on drilling down and targeting key zip codes.
- » **Remarketing:** Targeted consumers who visited the landing page.

OPTIMIZATIONS

- » **Behavioral:** Added an “Extreme Weight Loss” segment.
- » **Yahoo PMP:** We saw that Yahoo Mail was the top converting site.
- » **Whitelist Sites:** We created a whitelist based on the sites that had the most conversions.
- » **Lookalike:** Lookalike targeting was the best performing strategy and we shifted budget as needed.
- » **REM:** Increased bid and budget as the re-targeting pool grew.
- » **Adaptive Segments:** We created hyper-targeted strategies based on users behavior.

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Holdings

  