

CASE STUDY

Successful clinic opening in 2020



Background

While the pandemic was raging on, Essen Health Care was still committed to opening 3 clinics in 2020. The last clinic opened was in a very dangerous Bronx neighborhood where healthcare options were limited

Campaign

\$20,000 budget across 4 months spread across:

- OOH (bus shelters and train station urban panels)
- direct mail sent to 47K in select zips (see creative of postcard)
- email blasts sent to mail audience
- geotargeted display ads



Results

Over 1,000 walk-ins in just 2 months

Impressions ①		CTR ①		Walk-ins ①	
153,450		0.11%		1,117	
Target Geofences ①			Conversion Zones ①		
Target Geofence Performance By Date ***					
Date ▼	Impressions ▾	Clicks ▾	CTR ▾	Walk-ins ▾	
Total	153,450	163	0.11%	1,117	
Mar 01, 2021	69,210	71	0.10%	602	
Feb 01, 2021	84,240	92	0.11%	515	