

Case Study

Home Healthcare Provider Seeks New Patients With Diamond Media Solutions

Overview

A home health and hospice care provider was looking to target individuals and family members of those in need of home-based healthcare. It enlisted the help of Diamond Media Solutions to utilize Geo-Fencing technology and other programmatic tactics to more precisely target its audience and improve its overall advertising performance by achieving a CTR of 0.08%.



Solution

Diamond Media Solutions developed a comprehensive strategy of Geo-Fencing, Keyword Search Retargeting, and Category Contextual targeting to reach individuals seeking home-based care, hospice, or palliative care. The advertiser identified nearby medical facilities, surgical facilities, doctor offices, retirement centers, assisted living centers, senior citizen residences, and home healthcare offices, and our team built target fences around each location. After campaign launch, our multivariate algorithms worked to further optimize the campaign by adjusting keywords and blacklisting poorly performing domains.

Results

Over the course of the five-week campaign, Diamond Media Solutions more than doubled the campaign goal with a CTR of 0.18%.

