

INDUSTRY: Healthcare

GOAL: Drive Engagement, Generate Preference

# Hospital Drives Engagement AND GENERATES BRAND PREFERENCE WITH STRATEGUS

**99%**  
 CTV VCR

**83%**  
 SMALL SCREEN  
 VIDEO VCR

**55,427**  
 POST-VIEW  
 SITE VISITS


## OVERVIEW:

A hospital in the North County area of San Diego needed to generate awareness and build preference for a number of healthcare solutions — including weight loss services, smoking cessation, and prenatal services — against well-known hospital groups in the area.

The hospital wanted to expand beyond linear television advertising and partnered with Strategus to run OTT/CTV campaigns to drive post-view searches to find new doctors.

## THE CHALLENGE:

Because they were competing against more renowned groups in the area, the hospital had to reach people in a zip code-specific sub-DMA.

Targeting a primarily Hispanic audience, the hospital needed to create bilingual messaging to ensure their brand could resonate with everyone in their target audience. They also needed to assuage common doubts over institutional healthcare to make them more appealing than larger competitors.

Lastly, the hospital struggled to track data and insights with past linear TV advertising and wanted to understand what their viewer did after watching an ad.

## THE SOLUTION:

Strategus partnered with the hospital to deliver a full-funnel CTV brand awareness campaign that targeted viewers looking for a variety of healthcare solutions.

The campaign utilized cross-device advertising tactics to run Encore Omnichannel pre-roll video in the following campaigns:

- 1. CTV Audience Targeting:** Serve viewers in the identified sub-DMA non-skippable advertisements focused on a plethora of medical solutions via their CTV device.
- 2. Cross-Device Retargeting:** Retarget viewers on another device using Encore Omnichannel pre-roll video that featured skippable advertisements addressing their needs.
- 3. After-Ad Influence and Post-View Website Attribution:** Utilize Strategus' Attribution Suite to track the number of users who viewed the ad and searched for target keywords or visited the hospital's website.

## THE SUCCESS:

The campaign ran for a period of 11 months and generated 55,427 post-view website visits. These new website visitors were properly categorized into one of two accurate data segments that did not exist before the campaign — Hispanic people at least 35 years old OR anyone in the market for healthcare solutions. The hospital then used these insights to guide future messaging efforts and create specific journeys.

The skippable pre-roll videos outperformed their VCR goal by 18%, ultimately achieving an 83% completion rate and indicating a highly engaged audience. This metric also accompanied a 99% VCR for the CTV advertisements. In addition, the hospital continued to run the campaign with optimized frequency, which led to increased traffic on their site.

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