

Case Study

GroundFloor Media partnered with Choozle to execute targeted digital marketing campaigns with a goal to raise awareness around their client's new hospital, Exempla Saint Joseph.

The Objective

- Increase awareness of the new, state-of-the-art hospital facility leading up to the grand opening
- Identify key audiences from multiple, hypothesized audiences
- Become acquainted with programmatic media strategies and execution via the Choozle Platform

The Solution

GroundFloor Media worked with Choozle to build targetable audiences by analyzing the insights gathered on Exempla's site visitors through the Choozle smart container tag, as well as by analyzing the most notable services offered at the hospital. Based off these insights, GroundFloor ran a display campaign targeting multiple audience profiles within Denver for a month, including expectant parents, health insurance carriers, a general Denver demographic, and site visitors.

Armed with learnings of what audience targeting and campaign set-up performed best during the first flight, GroundFloor ran a second flight focused on expectant parents, visitors to the Exempla site, and context targeting and saw impressive performance improvements. The noted success of the second flight has provided greater understanding of their target audiences moving forward in their marketing efforts, programmatic or otherwise.

Key Results

557%

increase

of landing page traffic from the first to second flight

CPM

decreased

by 46%, allowing them to serve 2.1MM impressions (cost-per-thousand)

**91% decrease
in CPC**

from the first campaign flight (\$10.05 cost-per-click)

**CTR
increased**

by 530% from the first campaign flight (.017% click-through rate)