

# TV360 Campaign Means Healthy Results



## GOALS

Drive potential patients to the healthcare brand's website

## TARGET

Audience segments: Adults 50+ and Light Internet users

## SOLUTION

**TV360:** High-efficiency spots on networks that set-top data revealed would reach the target audience

## Incremental Site Visit Lift

EXPOSED & CONVERTED

6.76%

UNEXPOSED & CONVERTED

5.43%

24%

- 24% Incremental Lift in Website Visits By HHs

- 28,637 Incremental visits to the site

TOTAL IMPRESSIONS

15.1M