

# TV Campaign Leads to a Healthy Journey



## GOALS

Drive potential patients to the healthcare brand's website

## TARGET

Audience segments: Involved in their healthcare process more so than a standard patient. Invested in their health/well-being journey.

## SOLUTION

**Addressable TV:** Commercials were shown to households according to target segments chosen by the client.  
**Linear TV:** Tune-in ads were shown to all households in the NY1 footprint  
**IP Targeting:** Targeted ads were delivered to the same TV HH segments.

## Incremental Site Visit Lift

EXPOSED & CONVERTED

6.15%

UNEXPOSED & CONVERTED

3.20%

92%

- 92% Incremental Lift in Website Visits by HHs

- 615,517 Incremental visits to the site

TARGETED HOUSEHOLDS

3.1M

TOTAL IMPRESSIONS

60.4M