

# Urgent Care Has Healthy Success with Mobile Conquesting Campaign

**Category:** Healthcare

## **Background:**

A franchise of urgent care clinics focused on providing primary care, urgent care, and minor emergency treatment wanted to make past and potential patients aware that they were offering COVID-19 testing as well as traditional wellness visits in convenient locations.

## **Strategy:**

A Mobile Conquesting campaign was created using geographic targeting around franchise locations in several markets aimed at people interested in health such as moms of young kids, moms with kids in sports and people looking to get up to date with vaccines and wellness checks. Behavioral categories were selected and visit tracking metrics were set up to capture devices of people that were served an ad, and then visited one of the locations.

## **Results:**

The campaign served 435,516 impressions garnering 1,347 clicks or a 0.31% click-through rate which was 4.42 times higher than the national average. The true measure of success on this one was the visit tracking data. The clinics received 233 verified visits and an estimated 932 visits! The client stated they immediately noticed an uptick in visits as soon as the campaign started, and they are continuing to see the success and traffic. The campaign is renewing with a stronger focus on vaccine administering. A year ago, the franchises were struggling, and now they have had their best year ever.

