

Case Study /

Preferred Urgent Care

Custom Audience and Multichannel Campaign Acquires 381 New Patients

CHALLENGE

Preferred Urgent Care in Katy, TX wanted to drive brand awareness and acquire new patients by packaging two of their marketing initiatives in one creative. The client turned to our custom audience creation and people management platform to achieve their goals.

APPROACH

To reach the right people, we utilized our superior audience data to create a custom audience. We then delivered an optimized omnichannel campaign promoting both initiatives (sports-related ads and generic branding ads) through email, remarketing, desktop, and mobile banner ads. We then tracked campaign engagement to maximize results.

Parents with Children

TARGET AUDIENCE

The custom audience comprised of parents ages 25-45 with children in the household living within 10 miles of Katy, TX.



- + **GENDER** Female
- + **AGE** 25-45
- + **GEO** TX
- + **LIFE STAGE** Parents

CAMPAIGN SUCCESS

381
New Patients

After deploying a two month long multichannel campaign, we proved our performance through foot traffic attribution and POS matchback attribution reporting. Because of our efforts, Preferred Urgent Care **acquired 381 new patients from our target audience.**

We know real people. We know the most about these people.
And our data is the most unique. Get in touch today.