

# Medical Category Case Study

## Digital Marketing

**KOB**  
ADVERTISING

### Company Overview

A local Lasik Eye Surgeon is a respected leader in the local market.

Offering Lasik and Cataract surgery to elderly customers.

### The Challenge

The Surgeon was interested in reaching consumers to boost online exposure and generate more telephone appointments and online requests for information.

### The Plan

By combining behavior, content, IP and retargeting the team was able to reach the client's target / potential consumer at all stages of the decision making process.

### The Results

In 3 months the team accomplished the following:

- Increased new consumer web traffic through programmatic display.
- Reengaged a database of previous consumers who had visited their site.
- Increased overall phone call and information requests.

### 3 Month Campaign

- 750K Impressions
- .12% CTR
- 900 site visits