

#### **OBJECTIVE | DRIVE EFFICIENT RESPONSE + PROFITABLE RESULTS**

- Target A60+ audience
- Generate phone response across multiple markets
- Track backend conversion, including scheduled screenings and new patients

#### **STRATEGY | COMPREHENSIVE TV SOLUTION + DATA-DRIVEN DECISION MAKING**



##### **DEVELOPED CREATIVE SUITE, FEATURING MESSAGING TO**

- Resonate with priority demo
- Communicate benefits of treatment
- Promote response



##### **ACTIVATED CROSS-CHANNEL MEDIA PLAN ACROSS MULTIPLE MARKETS, INCLUDING**

- Short Form DRTV, both English and Spanish
- Long Form DRTV
- Radio



##### **IMPLEMENTED ONGOING CAMPAIGN OPTIMIZATIONS**

- Expanded station mix
- Executed test scenarios
- Navigated geo-specific media landscapes and political windows to best leverage marketplace conditions
- Developed custom dashboard for frontend tracking and backend conversion analysis
- Incorporated advanced success metrics to track revenue per patient and media spend relative to patients

#### **OUTCOME | IMPROVED RESULTS + CONTINUED GROWTH**

- Improved overall cost per call by 40% since launch of campaign
- Increased patient volume by 20% quarter over quarter
- Exceeded goals for screenings and new patients with 2.0 ROAS
- Introduced new markets and facilitated new franchise launches
- Redesigned campaigns previously managed by previous media agency

#### **UPDATES – CURRENT EVENTS**

- Producing new creative assets featuring professional athlete
- Developing strategy for national TV execution to drive efficiency and scale
- Expanding TV footprint to encompass additional local markets
- Incorporating geo-location call routing
- Planning streaming radio/podcast test campaigns across key markets