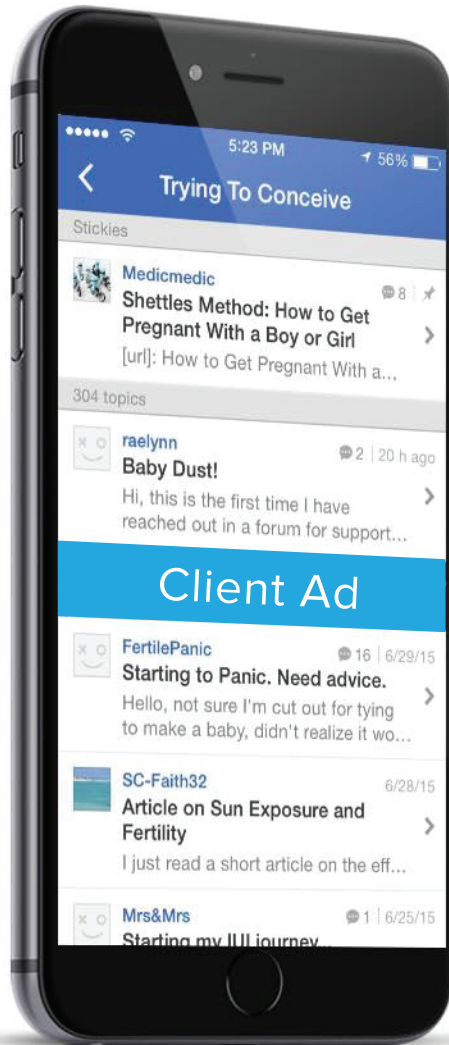


@ Case Study - Health Care



In partnership with a leading fertility center, Demand Local powered a mobile ad campaign to raise awareness of fertility options for women ages 30-45 seeking to have a baby by geo-conquesting competitor fertility doctor offices and egg donor locations.

2.1x

Overall campaign achieved an engagement rate 2.1 times the industry average

3x

The winning combination of both Demo targeting & geo-conquesting resulted in performance 3 times the average rate

250%

Campaign successes and superior performance lead to a plan extension and budget increase of 250%

