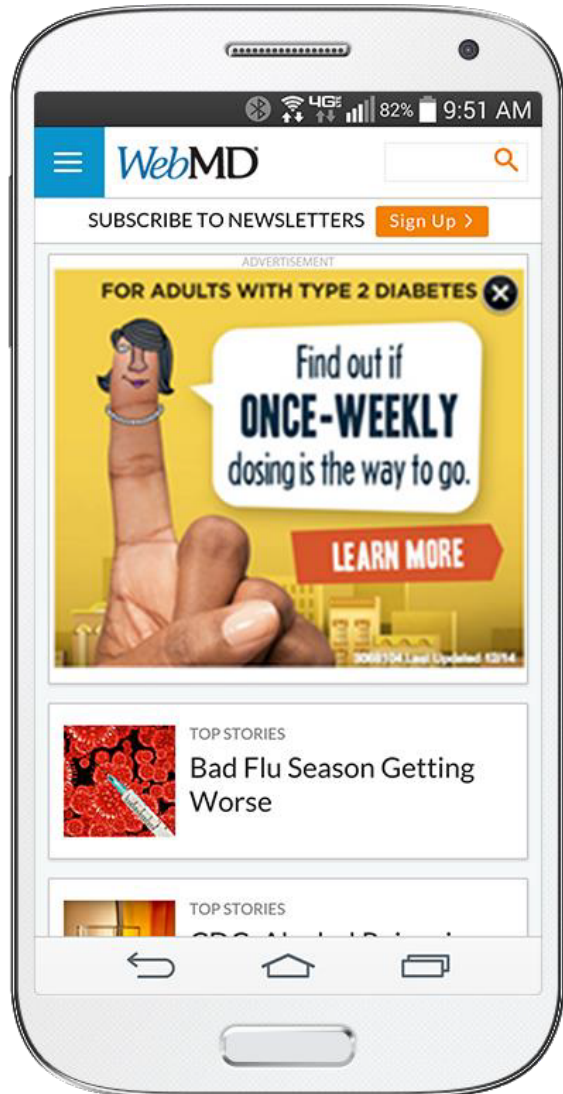


REACHING THE DIABETIC CONSUMER

In partnership with a large pharmaceutical company, we ran a campaign promoting their diabetes drug. Utilizing our hyper-local geo-fencing, we targeted endocrinologist offices and diabetes treatment centers across the nation and served rich media units. The client was able to increase sales & awareness of a highly specialized product.



160%

The campaign resulted in 160% higher than the average CTR of all competitors running in this campaign and 7x higher than industry average

75%

Cost per non-bounced visitor through our campaign was 75% lower than competitors

50%

Success of the campaign led to an extension and a 50% increase in budget

