

Katz Digital's KIM drove significant increase in website traffic for major Healthcare Center

Client Objective:

This major Healthcare company has urgent care centers around the nation. They wanted to promote an increase in website visits from potential patients. In the past website re-targeting was used but the client wanted more *new* users for site visit lift.

How KIM from Katz Digital met that objective:

KIM used our unique modeling methodology to reach new users and expand potential campaign reach significantly.

The Result:

This campaign exceeded expectations! Impact against their target was increased significantly. The campaign ultimately resulted in an impressive *36% increase in site visitation* !

This advertiser has subsequently shifted the majority of its ad budget to the Katz Intelligence Manager!



Kim
Katz
Intelligence
Manager