

Urgent Care Promotes COVID-19 Preparedness With Next Level Solutions

Overview

During the COVID-19 pandemic, an urgent care system wanted to promote its ability to diagnose and care for affected patients. The client enlisted Next Level Solutions to highlight its COVID-19 resources and telehealth services by targeting users who were actively looking for healthcare information and news about the virus.

Solution

In order to reach relevant users and the community at large, the Next Level Solutions team developed a comprehensive strategy of Search Retargeting at the keyword level, Site Retargeting, Category Contextual targeting, and geo-optimization using a video creative. The team selected contexts such as senior health, cold and flu, and more to reach users reading information about the virus. Next Level Solutions also created a custom keyword list using terms related to telemedicine, COVID-19, emergency healthcare, and urgent care facilities. With quick learning from the campaign launch, the team increased and optimized the keywords by adding terms related to healthcare, family, and community, thus allowing the campaign to target users looking for specific information about their local areas. To ensure the campaign reached users in a timely manner, Next Level Solutions adjusted the campaign's keyword recency setting to one week and removed its dayparting.

Results

Through multiple tactics and optimizations, Next Level Solutions achieved a CTR of 0.25% in the first week of the campaign. With four weeks remaining in the flight, Next Level Solutions will continue to optimize the campaign to further improve its results and to help the campaign share vital information with the public.

Results

1.6X+

Campaign Goal

.25% CTR

Campaign Result

Category

Healthcare