

# McClatchy Client Success Story

Healthcare Practice Overcomes Recruiting and Targeting Challenges

## At a glance

With the support of our expertise and resources, this client managed to connect with audiences more effectively and see a dramatic increase in recruitment.

"This campaign generated a 15.19% click-through rate far exceeding the industry's average CTR of 2.42%."

## CHALLENGES



The difficulty of marketing and recruitment in healthcare led this client to seek our help. This local healthcare practice in Galveston, TX, needed some assistance with its campaigns to drive better results. They needed a more targeted solution to help reach various healthcare audience segments with improved targeting.

## SOLUTION



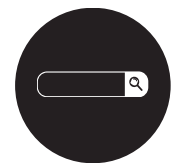
McClatchy's ability to establish a strong connection through our DSP has enabled us to get very granular with targeting. We helped our client connect with its healthcare target audience with effective healthcare programmatic marketing. Additionally, we ran a recruitment segment for our client's SEM campaign for healthcare.



Targeted Campaign



Programmatic Advertising



Search Engine Marketing (SEM)

## SUCCESS



Through our client's healthcare marketing partnership with McClatchy, this healthcare practice has seen great results with improved targeting and optimized recruitment. We helped deliver this client's message more than 155,050 times and attracted 3,110 clicks from potential prospects to the client's recruitment page, with their 15.19% click-through rate exceeding the industry's average CTR of 2.42%.