CASE STUDY

MONCRIEF



OBJECTIVE

Register a minimum of 600 cancer survivors in the Moncrief survivorship program.

STRATEGY

Phase 1: Geo-targeted mobile display ads served within a 3 mile radius of Moncrief mobile clinic stops and select events in Dallas area.

Phase 2: Audience targeted display ads targeting people browsing cancer related web content.

THE RESULT

600 registrants half-way through campaign