



# CGM: CASE STUDIES

CRreed Global Media Client Successes

# CS #1

Client:  
Healthcare

Campaign Length:  
3 Months

Total Investment:  
\$15,000

Products Utilized:  
Targeted Display and Paid  
Search



6,400

Clicks between Display and  
Paid Search

3,000

Conversions

\$120k

In major surgeries scheduled

250

Appointments

## Objective:

The client sought to run highly targeted campaigns to gain awareness and increase new patients for four of their departments.

## Strategy Solutions:

- We recommended Target Display and Paid Search to run four unique campaigns, each with individual targeting and messaging
- During this campaign period, the client was able to attribute ten new multi-state businesses as Occupational Medicine Partners to the campaign
- By working closely with the client's team, we have been able to create very targeted and successful campaigns focused on conversions

# CS #2

Client:  
Healthcare Provider

Campaign Length:  
9 Months

Total Investment:  
\$15,000

Products Utilized:  
Local SEO, Display



67

New Reviews

640k

Impressions

Objective:  
Increase Foot Traffic

## Strategy Solutions:

- Our team set up Local SEO as it provided customers EXACTLY what they need before heading into the business: phone number, address, appealing photos, popular times, and reviews! This client was looking to drive more foot traffic into their location, so Local SEO was a no-brainer
- We recommended Display and Local SEO to run five unique campaigns, each with individual targeting and messaging
- Our close collaboration with the client's team has resulted in highly effective and targeted campaigns that prioritize foot traffic and reviews

# CS #3

Client:  
**State Health Department**

Campaign Length:  
**3 Months**

Total Investment:  
**\$260,000+**

Products Utilized:  
**Targeted Display and Paid Search**

**1,642**

New social media page likes

**9,212**

Total unique link clicks for  
Campaign 1

**23,144**

Total unique link clicks for  
Campaign 2

**+0.04%**

Increased the average  
clickthrough rate (CTR) from  
0.09% - 0.13% for  
Programmatic campaigns

## Objective:

**Increase vaccination awareness with a heavy focus on reaching English and Spanish speaking parents**

## Strategy Solutions:

- The client had a sizeable budget to spend on campaigns to reach their goals of increasing awareness of two vaccines but struggled with setting a strategic direction and clear key performance indicators (KPIs).
- Our team worked closely with the client to understand their need to increase social engagement and grow traffic to their new website
- The main focus of both campaigns was to use social media (Facebook) to increase vaccination awareness, social engagement, and website traffic
- We recommended using Programmatic Display, Device ID, Pre- Roll Video, and Streaming TV to behaviorally and demographically reach parents, users interested in health, and Spanish speakers
- Paid Search and Youtube were utilized to additionally boost website traffic and vide engagement

# CS #4

Client:  
**Insurance (ACA & Medicare)**

Campaign Length:  
**60 day**

Total Investment:  
**\$7,000**

Products Utilized:  
**Device ID (DID)**  
**Display**

90,050

Impressions for DID  
Campaign

36

Conversions DID Campaign

0.26%

Average Click Through Rate  
for DID Ad Campaign

159

Clicks for DID Campaign

180,947

Impressions for Display Ad  
Campaign

144

Conversions Display Ad  
Campaign

0.30%

Average Click Through Rate  
for Display Ad Campaign

335

Clicks for Display Ad  
Campaign

## Objective:

The client desired to have targeted ad campaign and email blast to increase brand presence and generate leads for potential insurance clients

## Strategy Solutions:

- We recommended Device ID targeting specific zip codes
- During this campaign period, the client was able to reach the most vulnerable areas in Houston where individuals lacked insurance coverage
- By working closely with the client's team, we have been able to create very targeted and successful campaigns focused on conversions

# CS #4 Continued

Client:  
**Insurance (ACA & Medicare)**

Campaign Length:  
**60 days**

Total Investment:  
**\$7,000**

Products Utilized:  
**Email**

**76,768**

Targeted Emails Delivered

**15,279**

Opens

**1.96%**

Click Through Rate for  
Targeted Email

**1,503**

Clicks for Targeted Email

**9.84%**

Clicks to Opens

**19.90%**

Percent Opens

## Objective:

The client desired to have targeted ad campaign and email blast to increase brand presence and generate leads for potential insurance clients

## Strategy Solutions:

- Using the email blast as a strategy, we were able to expose our client to a distribution list of individuals who have demonstrated interest in insurance who are not connected to our client services
- We have been able to create very targeted and successful campaign focused on conversions