



U.S. Public Health Outreach — A Closer Look

The Case

Our client, the Department of Health for a U.S. state, needed to reach residents of their state to deliver COVID-related public health messages, such as promoting masking, social distancing, contact tracing, and vaccinations.





The Audience

Using our proprietary location data, we were able to ensure that we only delivered ads to residents of our client's US state (rather than anyone simply present in the state).

We then mixed our first party audiences with third party segments, allowing us to further refine our target by age, language, political leaning, and ethnicity. For example, we adapted our targeting and messaging across 20 different languages, allowing us to better reach typically underserved communities.

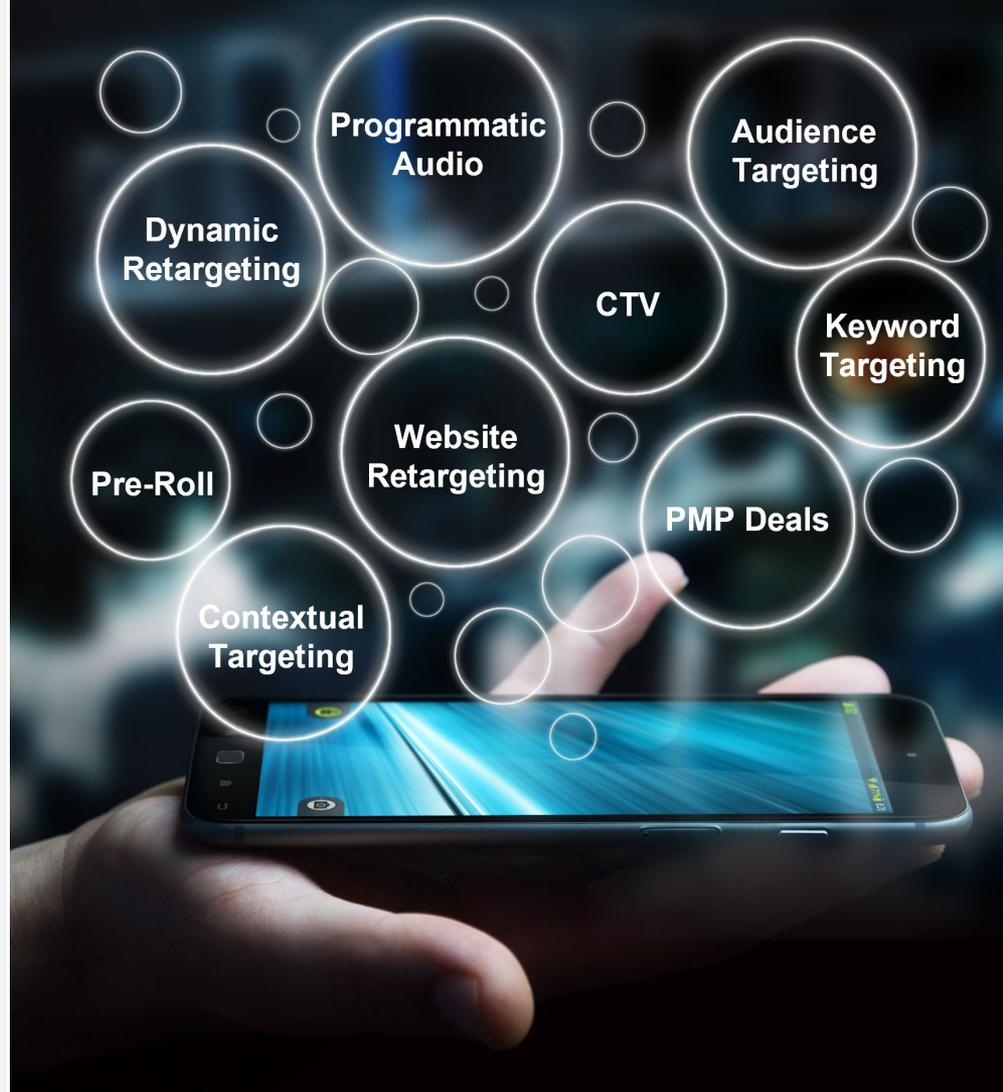




The Strategy

Since this was a very large-scale, high-budget, and high-stakes public health campaign, we had to optimize our strategy as the public situation evolved.

We adapted our targeting and messaging quickly in order to better reach at-risk and anti-vax audiences. Our responsiveness to the both the real-time situation and the client's feedback helped us maximize results and ensured the campaign's success.

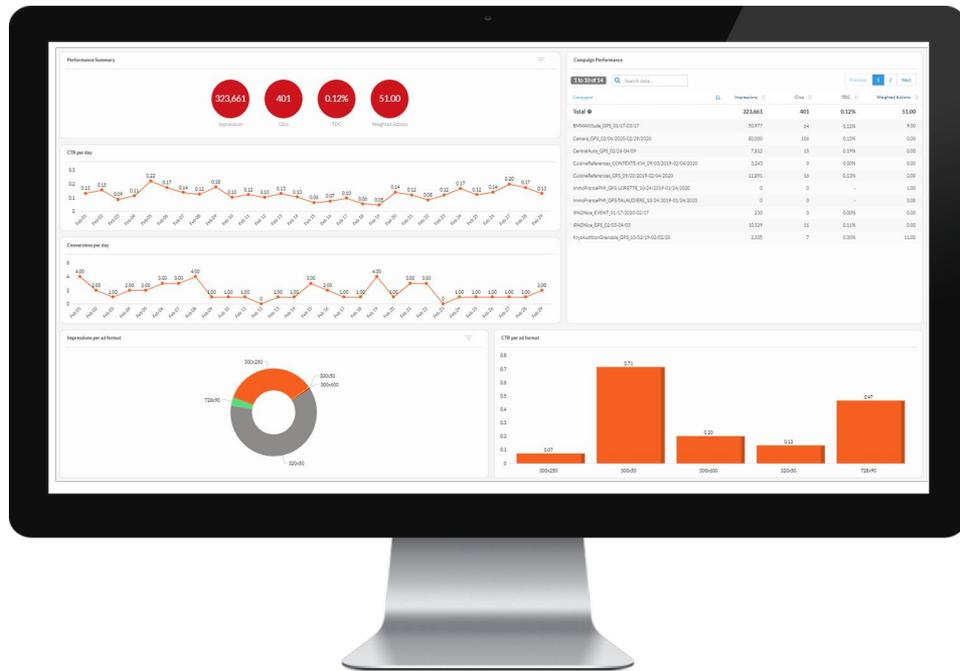




The Objectives

To help achieve our client's objectives, we refined our strategy as the campaign progressed. We layered in location data to target lower income and rural communities, but also behavioral and keyword data to target anti-vaxxers. This allowed us to better distribute the public health messaging across the state's residents.

We also geofenced vaccine centers in order to exclude users who had visited these areas, significantly reducing the likelihood that we would serve impressions to already vaccinated people.





The Results

This large-scale campaign served hundreds of millions of impressions and delivered on all KPIs. Precise targeting and low spillage helped drive a very high vaccination rate in our client's U.S. state.



IMPRESSIONS DELIVERED

Display Banner: 421,010,126

Online Video: 30,455,961



KPIs BY STRATEGY

Display Banner CTR: 0.15%

Online Video VCR: 75%



PUBLIC HEALTH OUTREACH

The campaign ran for 18 months with a budget of \$200,000 per month



IN-STATE REACH

10,449,881 Unique Residents

8,178,159 Unique Households

VACCINATION RATE*

One Dose: 81.5%

Fully Vaccinated: 74.0%

**Source: State DOH, April 2022.*



**Have an idea for your campaign
but not sure what comes next?**

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