Summary

Marketing Doctor is an award-winning, data driven media planning and buying agency with a focus in healthcare and public awareness. They are known for industry-leading cost efficiencies on behalf of their clients.

New York Bariatric Group (NYBG) is a leader in bariatric surgery. With surgical and non-surgical weight loss procedure options, the NYBG offers multiple avenues to weight loss and strives to correct obesity for the long-term for their patients.

Ashley King
Senior Digital Strategist at Marketing Doctor

"The healthcare vertical poses unique challenges to marketers, so when our long-standing client, the New York Bariatric Group, wanted to increase qualified leads to their website, and nurture them past the initial conversion, we knew we needed to work with a programmatic partner that could help us plan for success on day one—that's where StackAdapt came in."

Background

In a conversion campaign for the New York Bariatric Group (NYBG), Marketing Doctor leveraged StackAdapt to drive appointment sign-ups for weight loss surgery and measure the influence of their programmatic buys on other channels. This enabled the NYBG to effectively target their audience and drive over 20,000 clicks and 1,387 appointment sign-ups, all while maintaining a low CPA.

Challenge

Marketing Doctor was looking to drive appointment sign-ups for the NYBG, and convert patients through to weight loss surgeries.

Strategy

Marketing Doctor leveraged StackAdapt to execute native, display, video, and CTV campaigns as part of their prospecting and retargeting efforts and reach relevant patient audiences.

Prospecting

At the top of the funnel, Marketing Doctor utilized custom segments as well as segments available in the StackAdapt Third-Party Catalogue to target initial users showing high intent for weight loss surgery. In addition, out-of-home (OOH) targeting and Page Context AI were leveraged to identify quality leads.

Lookalike Targeting

Lookalike targeting enabled Marketing Doctor to expand their messaging strategy to new users that were likely to have an interest in the weight loss solutions that the NYBG was offering. They also ensured they were targeting the correct age and demographic segments.

Retargeting

To nurture and drive foot traffic to the clinic, Marketing Doctor also retargeted potential patients after they had engaged with an ad. Some specific tactics that were employed were geo radius targeting to capture prospects who visited bariatric facilities, video completion retargeting and site retargeting.

Execution

Marketing Doctor utilized the StackAdapt Universal Pixel to measure lift across StackAdapt, search, and social, for a more holistic view of the conversion funnel, which led to better-informed optimization and audience targeting decisions. In addition to this, Marketing Doctor leveraged the following tactics:

Bill Factors

Marketing Doctor used bid factors to prioritize their bidding strategy toward channels with more conversions and optimize spend during the highest converting conditions.

Drop-off Funnel

This StackAdapt feature was fundamental in helping the Marketing Doctor team inform optimizations for the highest viewability and ensure even pacing throughout the campaign.

Conversion Journey

Understanding the user journey from the first click to the last enabled Marketing Doctor to optimize the campaign and maximize lift across channels.

Results

With StackAdapt, Marketing Doctor was able to exceed the NYBG’s expectations in driving awareness for the NYBG’s clinic, assisted in converting users to sign-up for appointments, and nurtured valuable leads where it mattered the most.

For this campaign, Marketing Doctor achieved the following results:

- Clicks: 21,197
- Conversions: 1,387
- Unique Impressions: 27,522,813
- Average Time On Site: 52 Seconds

"StackAdapt has been instrumental in helping our agency scale our programmatic offering," says Ashley King, Senior Digital Strategist at Marketing Doctor. "Without fail, StackAdapt acts as an extension of our team, and provides valuable insights and feedback to help us maximize success with our clients."

Contact your StackAdapt Representative to get started.

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