



Attribution Case Study

Indigo Urgent Care Now Open in Wallingford Campaign

Campaign Objective

MultiCare Indigo Urgent Care in Wallingford, Washington, utilized out of home advertising by targeting their Urgent Care location to launch their grand opening. Along with the billboards, MultiCare Indigo geofenced 13 competitive urgent cares and drug stores such as Walgreens, CVS, and Bartell Drugs. MultiCare Indigo Urgent Care also wanted to verify how many patients used their urgent care after being exposed to the OOH and mobile campaign.



Campaign Details

Timeframe: October 12, 2017 - November 8, 2017
Market: Seattle
Format: Static Bulletins
18+ Impression Delivery: 704,852 Mobile Impressions
Campaign GRP Totals: 15.1 GRPs

Results

- 4,266 mobile engagements
- .61% click through rate
- +334% above industry average
- 112 total verified walk-ins and 24 total unique walk-ins