

D2C / Healthcare

Bus Campaign

Website Lift

Case Study

Case Study

Health / Orthodontist

A D2C dental aligner brand specializing in remote service sought to drive website visitation and conversion in San Francisco

Campaign Objectives

Goal Drive website visitation and conversion

KPIs Lift in website visitation compared to control

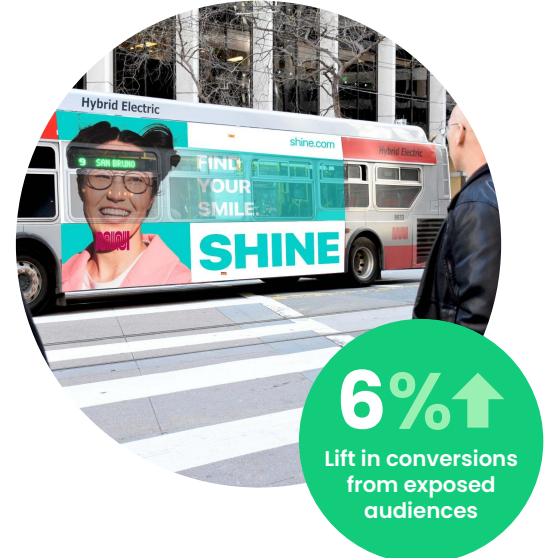


* Brand imagery is concept artwork similar to actual campaign



Driving brand awareness across the San Francisco neighborhoods by dominating the streets with large format media

Observed web visitation soared among three of the brand's website pages. By comparing exposed vs. unexposed audiences, KPIs demonstrated:



Source: StreetMetrics, 2021

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Creative Analysis

Ultra Super King

Within the campaign, four creatives ran on ultra super kings. Creative C demonstrated the highest conversion rate, but Creative A showed the highest rise in conversion rates compared to control groups.

