

## NWA Center for Plastic Surgery

### Background

NWA is a full service plastic and reconstructive surgery center that also offers a full menu of medical spa services.

### Objective

#### Increase Website Visitation

The objective was brand awareness and to drive potential clients to the advertiser's website.

### Strategy

The objective was to increase brand awareness and drive potential clients to the advertiser's website.

### Plan Details

Market: Bentonville, AR

Campaign Posting Dates: August- October 2023

OOH Formats Used: Digital Bulletins and Posters

Target Demographic: Patients who experienced rapid weight loss (Specifically from weight loss injections/drugs)

Budget: Budget under \$10,000

### Results

The programmatic OOH campaign, over the course of 90 days, generated 952 visits to a custom URL featured on the billboards: 426 in August, 216 in September, and 310 in October. The campaign produced 16 patient inquiries related to the "Saggy Skin" campaign, which led 6 consultations, and 3 surgeries, totaling almost \$37K in revenue. With an average spend per patient of \$12K and a \$3,300 non-surgical spend, the campaign demonstrated a remarkable 50% conversion rate, especially noteworthy given the short duration of the campaign. The advertiser observed continued traffic to the custom domain, indicating sustained interest and engagement beyond the campaign's conclusion. The client meticulously tracked all campaign metrics over the 90-day period and expressed satisfaction with the results, emphasizing the campaign's exceptional performance in the plastic surgery business.

