

Program Objective

The ultimate goal was to drive reputation/awareness for our fetal center as a top center in the nation for the treatment of fetal anomalies. In addition to driving awareness, influence perceptions by driving greater visibility of research, outcomes and thought leadership.

Target Audiences

- Maternal Fetal Medicine Specialists
- OBGYNs
- Neonatologists
- Doctor, Physician, MD
- Etc.

Results Over 90 Days

843,325

Targeted Impressions

1,509

Direct Clicks

.19%

Overall CTR

(Industry Avg .07-.10%)

Campaign Strategy

JSJD Media's team put together a multipronged digital marketing program leveraging cutting-edge technologies ensuring this organization would be able to reach their target audiences across the internet with compelling ads to help drive this awareness and overall engagement .

Tactics Utilized

- Programmatic Display
 - Persona Targeting
 - Behavioral Targeting
 - Association Website Retargeting
 - Client Website Retargeting

