

## Who is Krucial?

Krucial Rapid Response is a non-profit organization rapidly preparing, mobilizing and deploying medical personnel and critical resources to communities across the United States.

## Primary Objective

The primary pain point for Krucial was a lack of a paid digital strategy and the corresponding disadvantages that stem from not having a strategy to help lift awareness and drive engagement.

The objectives were relatively simple – the Krucial team wanted to expand their footprint in two primary areas: securing additional clients for whom their services would be a game-changer and also building their roster of exceptional healthcare staff around the country.

“The volume of potential clients visiting our website grew by more than 20% through the duration of our digital advertising campaigns. Without question, our partnership with JSJD Media directly led to an increase in our client base as well as with our base of healthcare professionals.”

Mike Vietti - VP of Marketing



## Campaign Strategy

JSJD Media’s team put together a multipronged digital marketing program leveraging cutting-edge technologies ensuring Krucial would be able to reach their target audiences across multiple online channels with compelling ads to help drive awareness and increase overall engagement.

## Tactics Utilized

- Programmatic Display
  - Persona Targeting
  - Behavioral Targeting
  - Client Website Retargeting
  - 1st Party Data Onboarding
  - Event/Location Targeting
- Google Paid & Grant Ads
- LinkedIn Custom Audience Targeting





## Why JSJD Media?

JSJD Media already possessed experience in our industry, which was quite helpful because our organization could rely on their team for key insights and recommendations that helped shape our strategies.

The implementation process with JSJD Media was educational and efficient and the team quickly walked our organization through the process.

## Results Over 90 Days

### LinkedIn Targeting

**935,000**

Targeted Impressions

**4,217**

Direct Clicks  
(5X Projected Amount)

**.51%**

Overall CTR

### Google Ads

**8,450**

Targeted Impressions

**1,131**

Direct Clicks

**340**

Tracked Conversions

### Programmatic

**415,237**

Targeted Impressions

**1,063**

Direct Clicks

**.26%**

Overall CTR  
(Industry Avg .07-.10%)

“ JSJD Media has proven to be a valuable partner as Krucial Rapid Response adopted its first robust paid digital advertising strategy. The results - which have been exceptional - speak for themselves and we would recommend JSJD Media to any organization seeking to implement a digital marketing strategy focused on stakeholder growth.



Mike Vietti - VP of Marketing

