



# The Power of Your Community

Healthcare can be a confusing industry with varying methods of treatment and approaches. Learn how this rural hospital used geofence technology to outshine nationally known practices by educating members of their community.

Regional Hospital in Gonzales, Texas

# The Roadblock

Community members were traveling several miles away for treatments and doctors appointments rather than visiting their local regional hospital with well-qualified doctors and state-of-the-art facilities right in their backyard. It was suggested that this was due to a lack of education about the hospital's services and offerings.

# The Goals

1. Promote services offered at the regional hospital that nationally known healthcare providers are known for.
2. Maintain the voice and tone of community. The staff caring for the patients interact outside of the hospital on a daily basis, such as seeing one another at the grocery store or having kids that attend the same school.
3. Track visits to the hospital from members of the community who interacted with the advertisements.

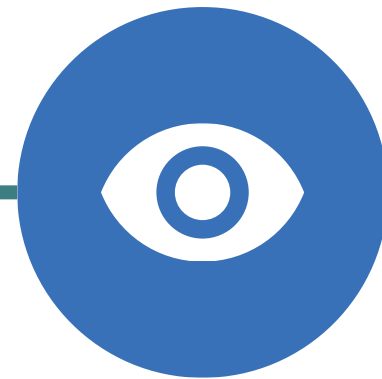
# The Game Plan

## Reach Members of the Community



We were able to target individuals living in surrounding zip codes of the hospital who would benefit from specific services offered by the hospital. For example, the client has a multi-purpose gym with classes on-site that is open to members of the community. We targeted individuals interested in fitness, aerobics, self improvement courses, and more.

## Keyword Retargeting



We generated a list of terms based on the specific service we were promoting at that time. When an individual would be searching for or reading about these keywords online, we would then begin to serve them advertisements.

## Competitor Geofencing



Many times patients seek out second opinions before larger procedures. We built geofences around the hospital's competitors within a 20 mile radius. When a patient entered the fence, we would begin serving them advertisements for a service being offered.

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**2,567**  
clicks

**0.11%**  
CTR

**406**  
visits

# The Results

In the last year, we focused our efforts on optimizing the messaging and appropriate audience for each promoted service. We were able to report to the hospital by individual zip codes and audience segments to learn which users in the community were clicking and converting.

Within the reporting UI, we were able to compare audience demographics and response rates with specific creative messaging. Additionally, the hospital could track first-time and return-customers into the regional hospital.