

CASE STUDIES

OOH campaign driving record website visitor numbers and dwell time

VisitHealth – private in-home healthcare provider

OBJECTIVES:

Increase brand profile and awareness of online VisitHealth service

Drive traffic to VisitHealth website

Encourage take-up of VisitHealth service

Target affluent time-poor Londoners age 30-50

Trial effectiveness of media channels other than search in increasing website traffic

CAMPAIGN DETAILS:

October – November 2019 (four weeks)

Channel Roadside Classic 6-sheets

Concentrated in affluent areas of London

Key messages:

- Healthcare that comes to you
- Appointments that fit your schedule
- More affordable than you think



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"Out-of-Home media delivered **strong results** for VisitHealth. As a relatively unknown brand our campaign goal was to raise awareness of VisitHealth and prompt people to visit the website.

We saw a **42% uplift in website traffic** during the campaign reaching the **highest level of website traffic since launching**. Dwell time on the site increased slightly.

These results indicated to us that a combination of **the offline medium of OOH and online media effectively raised customer awareness** of the brand and drove traffic to our site."

EKATERINA POPOVA, CEO, INSPOHUB LTD