

Case Study #1: Leading US Healthcare Provider

Advertiser Overview

Advertiser is a non-profit health system in the U.S., based in Arizona. It operates 30 hospitals and several specialized facilities across 6 states. The health system is the largest employer in Arizona and one of the largest in the U.S. with over 50,000 employees.



Phoenix & Tucson, AZ
Denver, CO



\$13.5M Ad Spend



Hospitals
Retail (Urgent Care + DO)



Revenue
Patient Visits

Objectives

Assess the overall impact of its marketing activities in driving both revenue and patient visits across its various facilities in key geographical areas. The analysis helps validate the value and importance of marketing investment and inform future optimization of marketing execution.

Insights

- Television was the single largest contributor to both incremental visits and revenue during Year 2.
- Digital Display and Paid Search both received significant support and played a critical role in driving incremental revenue and visits.
- COVID-19 and marketing drove positive growth year-over-year for both hospitals and retail.

Driver Performance Assessment

Higher ROI Digital Display, Paid Search, OOH

Lower ROI Print, Direct Mail, Audio

Recommendations

- The total marketing ROI increased from \$16.59 to \$22.93 across the two years.
- Brand Media overall had the highest ROI (\$20.55 in Year 2) driven by Hospital performance in OOH and TV.
- Northern Colorado underperforms in terms of ROI across most channels when compared to Phoenix and Tucson.
- Media is driving 9% of the overall Hospital visits and up to 18% of Retail (Dr.'s Offices) visits with an average revenue per visit of ~\$4,500 and ~177 respectively in Year 2
- Suggestion to increase the spending on Spanish language media and unsaturated performance media channels.