

HOW BIDTELLECT'S NATIVE SOLUTION **GENERATED STRONG AWARENESS** THROUGH ENGAGING CONTENT FOR A MAJOR HEALTHCARE COMPANY

OBJECTIVE

A Major Healthcare brand required an effective solution to generate brand awareness for cardiac care. The overall goal was to inform consumers on the relevant health conditions of a nationally known athlete in order to further educate them on the importance of cardiac care.

SOLUTIONS & TACTICS

Bidtellect's Native solution enabled the client to leverage their existing content and distribute it among the 3 most popular Native Ad Units (in-feed, recommended content and in-banner) through our multi-screen dynamic creative platform at scale.

RESULTS

The campaign has exceeded the client goals and resulted in strong awareness through engagement with health related content.

The Bidtellect solution has garnered over 10K clicks resulting in a strong .25% CTR which is 2 - 2.5x better than their display partners.

