

HOW A GOVERNMENT-LED AGENCY TURNED CONTENT AND CONTEXT INTO A MAIN PERFORMANCE TACTIC THANKS TO BIDTELLECT

A San Francisco-based agency focused primarily on midmarket and government accounts originally tapped Bidtellect three years ago to develop a strategy for an anti-smoking health organization.

OBJECTIVE

Initially working in broadcast across radio and TV, the client quickly realized the benefits of working with a native contextual partner, particularly when it came to performance and time on site goals.

SOLUTIONS & TACTICS

Bidtellect quickly reached performance goals using a combination of:

- Contextual targeting within News, Science, Health, Family and Parenting and Education.
- Behavioral Targeting
- Zip Code Heavy ups

As the vaping epidemic took hold, the team recommended a content-first approach to educate the risks of vaping to parents and to adults was necessary due to the knowledge gap. Over the course of 2020, Bidtellect also communicated the risk factors associated with being a smoker and COVID-19.

RESULTS

Native has become a key strategy for communicating with smokers and vapors. After testing with multiple partners, Bidtellect remains the leading native partner. Bidtellect delivered on a **second** government brand to capture audiences across **multicultural, LGBTQ and African-American** audiences. Bidtellect was chosen due to our **history of leading performance** across government-run partners and **world class service**.

Bidtellect continues to surpass performance goals and requirements and will now have two always-on government run agencies, both of which are in the health space.