

The background is a blue gradient, transitioning from a lighter blue at the top to a darker blue at the bottom. On the right side, there are several white diagonal lines of varying thicknesses, creating a sense of motion or a stylized graphic element.

DIGITY MEDIA LOCATION BASED CASE STUDY

- ▶ Single Location Veterinary Clinic
- ▶ Small Budget – Not able to spend on broadcast
- ▶ Needs to attract new clients/patients near their location
- ▶ Currently does not advertise in any way
- ▶ Able to spend \$1500 per month for 3 month trial – most ever spent on advertising
- ▶ Would like to see 20-30 new clients per month for ROI

CLIENT & CHALLENGE

Solution: Marketron's Location Based Mobile

Target: 2 Mile radius around some competitors locations & select neighborhoods near her office.

Offered a free first initial exam

Message is delivered on the most relevant device we use and allows for little waste in delivery

Delivery: May/June 140,000 impressions

Delivered 552 clicks | 0.39% CTR

Results: 28 new clients with 61 new patients. Highest month ever. A typical month brings in 10-15 new patients.

SOLUTION & RESULTS