

TESTIMONIAL Claris Health



Banner Ad on App.



“ Seeing our name out in the city is really cool”

Fantastic news all around! We keep hearing good feedback... We had several clients say that they decided to visit purely due to our campaign and hadn't heard of us prior. There's also been great momentum internally as we see our ads around town.

Manoj Alipuria

Claris Health, VP of Communications

Audience

Adults 18+

Media Mix

Static Billboards, Bus Media, Rail Media, Mobile.

Market

Los Angeles

Objective

Claris Health was looking to make the community aware of their services as well as establish brand recognition.

Rationale

A variety of media formats were used; including mobile banners which made Claris Health the most successful mobile campaign (year-to-date) for the Los Angeles market. Mobile alone, achieved a SAR rate of about 14% which is over 3 times higher than the industry standard of 3% and a CTR of .79% which is still a significant bump from the .5% industry standard.