

Online Video Advertising: The Right Medicine for a Regional Healthcare System

Case Study

UW Medicine
NEIGHBORHOOD
CLINICS

UNIVERSITY OF WASHINGTON
MEDICAL CENTER
UW Medicine

HARBORVIEW
MEDICAL
CENTER
UW Medicine

University of Washington Medicine and Harborview Medical Center

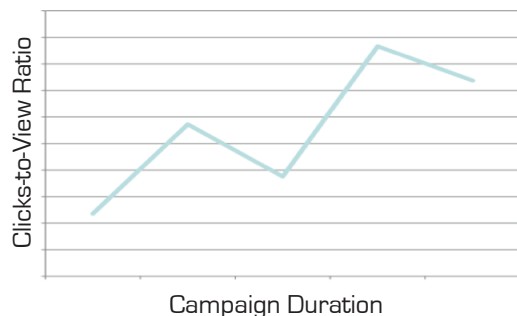
UW Medicine is one of the preeminent, regional health care systems in the country. Through its clinical, research, and academic work, UW Medicine serves a 5-state region. The system's clinical care is provided by Harborview Medical Center, University of Washington Medical Center, and UW Medicine Neighborhood clinics. UW Medicine also includes the only medical school in the region.

Objective

UW Medicine offers unmatched quality of care, facilities, and medical expertise. The faculty includes world-renowned specialists in fields such as heart arrhythmia, lung transplant, neuroscience, and sports medicine.

UW Medicine's campaign objectives were to:

- Gauge effectiveness of this new media model for both messaging and reach to UW Medicine's target audiences.
- Measurements included clickthrough rates, email traffic to specific clinics, and conversion to actual appointments.



The clicks-to-views ratio increased 4-fold over the 10-week campaign as more compelling thumbnail images and calls to action were introduced.

"It was clear to us that the thumbnail images and program titles were critical elements that affected clickthroughs. It was impressive to be able to change our advertising in real time and optimize results over time."

Tina Mankowski

Methodology

UW Medicine already had a large library of informational videos that address specific medical topics. The facility's promoters decided to repurpose these videos as VideoAds and run them online to educate and engage viewers.

For a 10-week period, 17 different VideoAds (on topics such as brain aneurysms, UW neighborhood clinics, heart arrhythmias, neurosurgery, and knee surgery) were deployed as in-banner ads across a medical information and 5 local media websites as well as through a prominent ad network (AdBrite).

Over the course of the campaign, the VideoAds ran in rotation across the 6 websites and were optimized for engagement and brand exposure.

Results

VideoAds make display ad units **high impact** and offer so much more than regular display ads. VideoAds engage potential customers – letting them interact with your brand, drive direct response, and build brand exposure (without forcing viewers to leave the page). The clicks they do generate are more qualified ones. Regular display ads offer only clicks away from the page and, consequently, disrupt the viewer experience.

- Over the 10-week period, consumers watched over 13,000 minutes of video. Some of the more popular topics included brain tumors, varicose veins, LASIK, and UW neighborhood clinics.
- The average length of each VideoAd was 2 minutes. Viewers, on average, watched more than 50% of an ad.
- Consumers found the VideoAds highly engaging. More than 20,000 engaged with the ads by viewing them, expanding and sharing them, and clicking overlays that the ads contained.
- Optimization matters. Through the course of the campaign, VideoAds were modified to improve engagement and exposure. As thumbnail images and calls to action became more compelling, clicks increased almost 4-fold.



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