



2x

increase in  
conversion rate as  
compared to paid  
social or SEO



26MM

impressions



33%

lower cost-per-  
acquisition rate than  
its original goal

## Programmatic Advertising Boosting Awareness Through Creativity

### THE COMPANY

Nicklaus Children's Hospital (NCH), a world leader in pediatric healthcare, is South Florida's only licensed specialty hospital exclusively for children. With a medical staff of more than 650 physicians and 3,400 employees, the hospital is renowned for excellence in all aspects of pediatric medical care from birth through adolescence, offering more than 130 pediatric specialties and subspecialties.

### THE CHALLENGE

NCH wanted to boost its digital presence to increase its awareness and drive more appointment requests. The hospital was only reaching a portion of its potential patients through its existing digital marketing efforts and needed a way to further reach its target audience. Rise was challenged with creating a solution for NCH to more effectively reach patients and drive users to request appointments through its website.

### THE STRATEGY

Prior to providing recommendations, Rise first had to pinpoint the best way for NCH to reach its business objectives. Rise identified that display banner ads provided a major opportunity for NCH, based on the hospital's goal to drive awareness around its services and increase conversions of appointment requests.

To improve the campaign's performance, Rise ran ads through the proprietary online media buying platform, Rise Trading Desk (RTD). RTD utilizes a mix of powerful tools and partnerships to assist in reach, efficiency, and overall performance of programmatic advertising campaigns. This allowed NCH to leverage sophisticated audience segmentation as well as contextual, geographical, and site targeting to deliver the most effective and relevant ads at the most efficient rate.

### THE RESULTS

Rise was able to help NCH reach its business objectives through a creative approach to programmatic advertising and through strategic targeting and segmentation, yielding major results for the hospital.