

A photograph of a city street, likely New York City, with tall buildings and yellow taxis. A dog wearing a brown hoodie is walking across the street. A red location pin icon is placed on the dog. Dotted white lines connect the location pin to various points on the buildings and street, suggesting a network or data flow.

U.S. PUBLIC HEALTH OUTREACH —
A CLOSER LOOK

DRAKO'S 3 FLAME APPROACH TO A CASE



THE CLIENT:



The *Department of Health* for a US State

THE ASK:



Reach residents of their state to deliver COVID-related public health messages, such as promoting masking, social distancing, contact tracing, and vaccinations.



DATA: TARGET

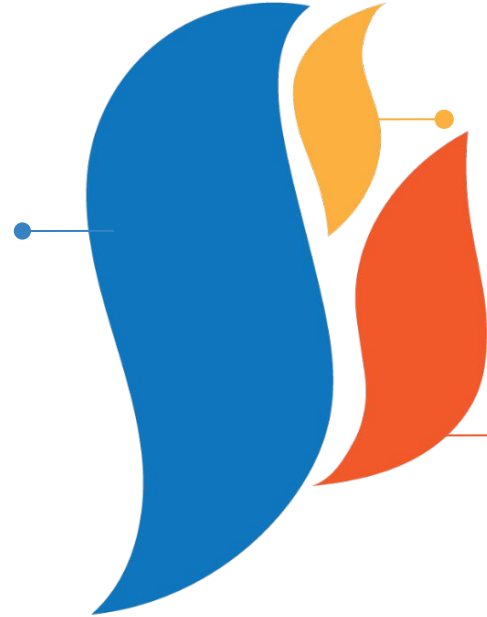
Leverage our best-in-class location data and expertise to build custom audiences

ANALYTICS: RESULTS

Get fully transparent results, presented the way you want them

MEDIA: ACTIVATION

Put our experienced team to work to ensure a turnkey campaign delivery



THE TARGET AUDIENCE



Using our **proprietary location data**, we were able to ensure that we only **delivered ads to only residents of our client's US state** (rather than anyone simply present in the state).



Mixing our first party audiences with third party segments, we further refined our target by **age, language, political leaning, and ethnicity**.



For example, we **adapted our targeting and messaging across 20 different languages**, allowing us to better reach typically underserved communities.



THE **ACTIVATION** STRATEGY: CONSISTENT OPTIMIZATION



This was a very large-scale, high-budget, and high-stakes public health campaign, and we had to **optimize our strategy as the public situation evolved**. We adapted our targeting and messaging quickly in order to better reach at-risk and anti-vax audiences.



To achieve our client's objectives, we refined our strategy as the campaign progressed. We **layered in location data to target lower income and rural communities**, but also behavioral and keyword data to target anti-vaxxers.



We **geofenced vaccine centers** in order to exclude users who had visited these areas, significantly reducing the likelihood that we would serve impressions to already vaccinated people.



THE RESULTS & ANALYSIS OF CAMPAIGN



This large-scale campaign served hundreds of millions of impressions and **delivered on all KPIs**. Precise targeting and low spillage helped drive a very high vaccination rate in our client's U.S. state.



The **campaign ran for 18 months** with a budget of \$200,000 per month.

IMPRESSIONS DELIVERED

Display Banner: **421,010,126**

Online Video: **30,455,961**

IN-STATE REACH

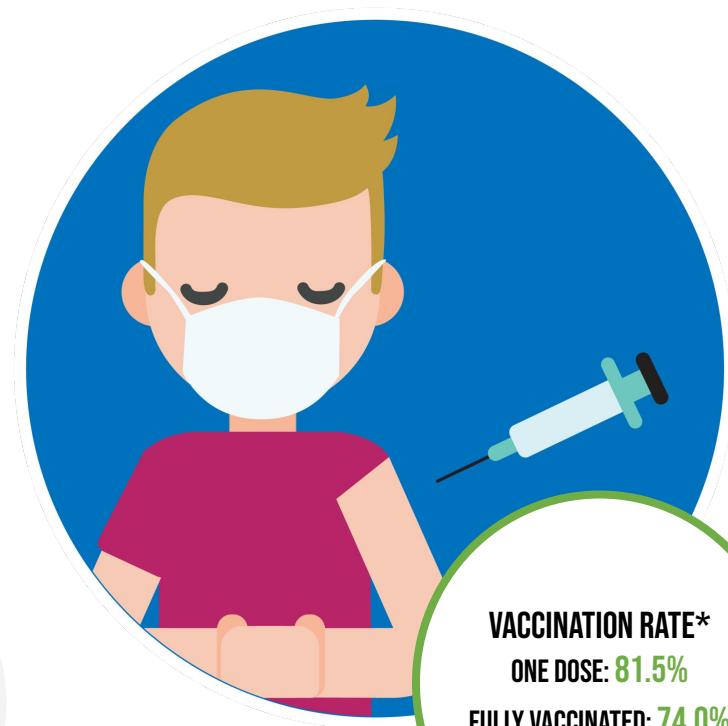
10,449,881 Unique Residents

8,178,159 Unique Households

KPIS BY STRATEGY

Display Banner CTR: **0.15%**

Online Video VCR: **75%**



VACCINATION RATE*

ONE DOSE: **81.5%**

FULLY VACCINATED: **74.0%**

*SOURCE: STATE DOH, APRIL 2022.



HAVE AN IDEA FOR YOUR CAMPAIGN BUT NOT SURE WHAT COMES NEXT?
WE CAN WORK WITH YOU