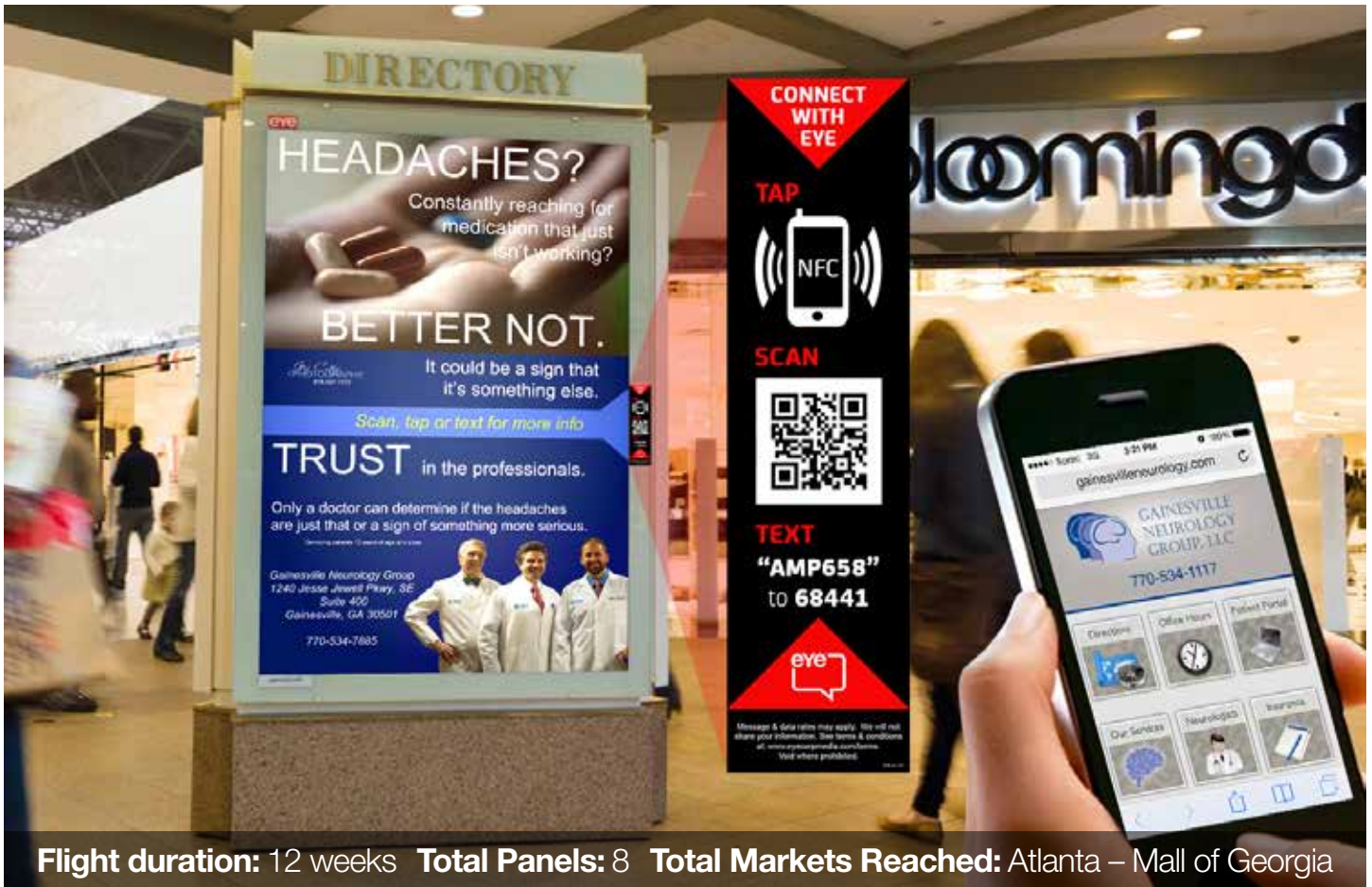




# Gainesville Neurology Group



**Flight duration:** 12 weeks **Total Panels:** 8 **Total Markets Reached:** Atlanta – Mall of Georgia

## Campaign Objective:

- Attract and educate new patients of Gainesville Neurology services
- Drive traffic to their website

## Mobile Engagement:

- 75% QR Scans

## Campaign Overview:

- Promotion featured eye-catching creative regarding various potential neurological issues
- Mall shoppers were invited to tap, text or scan their mobile device and visit Gainesville Neurology’s mobile optimized site which allowed them to schedule a new patient appointment
- Campaign was successful with an increase of both new patients and traffic to their site!

“We’ve had an increase in web traffic from baseline 20% and we had eleven new patients who told us they had seen our ad at that mall which led to testing for those that qualified and a few follow up visits...Using EYE and Amplify in our marketing strategy and the ad placement definitely broadened our exposure. This is new ground for healthcare in our area.”

**Byron Wiley**, Marketing Coordinator/Campaign Co-Designer  
Gainesville Neurology Group



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