

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