

Personalized Messaging Drives More Online Appointment Requests

Personalized Programmatic Case Study



Nicklaus Children's Hospital

Nicklaus Children's Hospital (formerly Miami Children's Hospital) is a world leader in pediatric healthcare with more than 650 physicians, 3,400 employees, and 130 pediatric specialties and sub-specialty offerings.



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The Strategy

Rise created a smarter, more relevant programmatic remarketing campaign to drive online appointment requests by personalizing creative and messaging based on user-level data and behavior.

Flexible Ad Units

Based on user-level data, each creative unit featured one of over 50 sub-specialty services, with Spanish or English copy, across a variety of lifestyle imagery -- totaling over 1,500 potential creative variations.

Smarter Audience Targeting with Machine Learning

Rise's personalization recommendation engine provided a unique 1-to-1 ad experience, selecting each creative variation based on past performance data and

user-level behavior.

(/)

Hyper-Specific Landing Pages

Users clicked through to a landing page that matched the sub-specialty and language featured in the ad to improve likelihood to convert.

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The Results

To confidently measure success, Rise executed a test & control study, where the personalized creative experience proved substantially more effective at driving online appointment requests.



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23

(/)

increase in conversions vs. control group

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Want to learn more about how we can help you achieve your business goals?

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