

# HOUSE OF KAIZEN

## CASE STUDY

CLIENT:  
Brainlab

CHANNEL:  
Paid Digital

VERTICAL:  
Medical Devices

REGION:  
USA



### TARGETING BRAIN TUMOR PATIENTS AND CAREGIVERS

Custom **audience segmentation** to efficiently and respectfully reach the right audience on **limited budget**.

#### RESULTS

**33.5m**

UNIQUE USERS  
SAW AN AD

**0.96%**

DISPLAY CTR  
VS. US  
BENCHMARK  
CTR 0.07%

**1,118%**

GOAL COMPLETIONS INCREASED,  
COMPARED TO PREVIOUS 3 MONTHS

#### THE CHALLENGE:

- Brainlab identified a **need to increase awareness** of their educational resource, Brainlab.org to patients and caregivers affected by brain tumors.
- They wanted to take timely advantage of the increased awareness driven by a sponsored content piece in USA Today.
- This very **niche subject matter and limited investment** required careful consideration of media partners and placements.

#### INTERESTING INSIGHTS:

- The 'Patient stories' page views jump from a low 107 views to nearly 9,000, and time on this page increased from under 2 minutes to nearly 3.5 minutes. This reflects an interesting opportunity for further content development to drive engagement.

#### THE STRATEGY:

##### *Custom segmentation & creative*

- Planned and implemented a full funnel, multi-channel campaign.
- Custom audience segmentation and creative was designed to ensure to reach the right audience on a limited budget.

##### *Prospecting*

- Display prospecting with contextual targeting and keyword paid search.
- Target patients and caregivers seeking information about brain tumor symptoms and treatment options.
- Drive traffic to a dedicated landing page on Brainlab.org

##### *Retargeting*

- Retarget visitors of Brainlab.org's brain tumor specific introduction page with inspiring patient story.
- Retarget visitors of the dedicated USA Today feature landing page with additional brain tumor education content.

