Acibadem Mobil
Private Medical Care Company Increases Conversions of At Home Nursing and Blood Tests

Campaign Goal: Broaden target audience of search engine advertising activities in order to increase conversion rates.

Challenge:

Acibadem Mobile, an Istanbul-based private care company that delivers a range of in-home medical services, faced a common challenge: search-marketing initiatives were successful but reach was limited. Retargeting, as is often the case, was similarly limited, lack of quality visit volume meant a small retargeting pool.

The company was keen to expand their reach to attract more customers but faced the challenge of a very narrow target group. Only upper income households tend to purchase in-home medical services. Complicating matters further, pre-built audience segments were also too broad, as most households, regardless of resources, simply don't need at-home nursing and blood test services.

Audience: Households that need and can afford in-home nursing and blood-testing services

Targeting Strategy:

Digiseg designed a custom audience based on a combination of attributes that home in on higher income, higher educated households. The segment was composed of households with two or more cars, higher educated homeowners and are within the top 10% of highest income households.

Results: Acibadem Mobile tested Digiseg's custom audience segment against two targeting strategies: website visitors and households greater than one kilometer away from the hospital. Digiseg substantially outperformed both existing = targeting strategies:

	Website Visitor Retargeting	Geo-targeting
CTR improvement delivered by Digiseg	+7.7x	+9.9x
eCPA improvement delivered by Digiseg	32%	107%