



DIGITAL

A Harte Hanks Company

Kareo

204% lead increase and 42% CPL
decrease with native ad expansion

CLIENT

Kareo, a Software-as-a-Service-based medical software platform focused on independent practices.

CHALLENGE

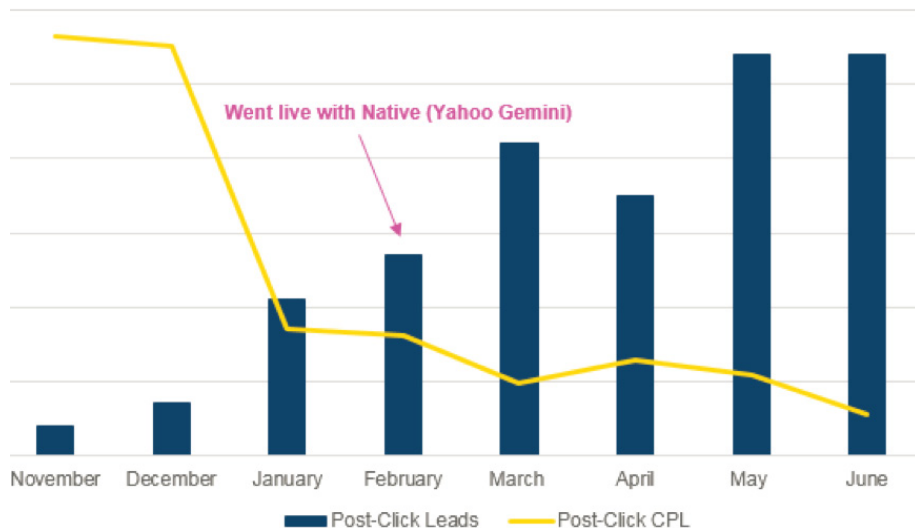
Kareo sought to drive high-volume, cost-efficient leads for a number of their practice management/medical billing products. They initially looked to display ads to drive awareness and leads, but after 6-8 months, they decided to explore other channels to work in tandem with display efforts.

SOLUTION

The way users consume native ads – in-feed/in-stream alongside other publisher content they are already consuming – helps create an added layer of trust between the advertiser and user. Kareo’s target audience is largely independent practices, not larger organizations, so building a relationship with users is critical. Moreover, native has shown to be effective for “shallow conversions” (form fills and submitting information) because it allows brands to pre-qualify users with a unique, on-brand content experience.

For these reasons, 3Q recommended that Kareo test native advertising -- specifically Yahoo Gemini -- to retarget their website visitors and existing customer lists with engaging in-feed and in-mail native ads. Our hypothesis was that display would grow the retargeting cookie pool and push users through the funnel, and native would be a good choice to capture the post-click lead.

Kareo Leads vs. CPL



RESULTS

On February 11, 2016, 3Q launched initial native test campaigns on Yahoo Gemini to supplement Kareo's standard display efforts. Overall, spend increased 76%, with the following results:

- 285% increase in impressions
- 484% increase in clicks
- 52% increase in CTR
- 204% increase in post-click leads
- 42% decrease in CPL



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