



Medicare Event Leads

CASE STUDY

HOW A MAJOR HEALTHCARE INDUSTRY PRODUCED NEW LEADS THROUGH AN EVENT SPONSORSHIP CAMPAIGN

Our client, a major healthcare industry company, wanted to reach a specific audience, provide valuable information, and most importantly generate more business leads. They were looking for a unique way to achieve this goal. They decided on a event sponsorship with a five week long promotional campaign. The campaign included digital, print, email, and social media exclusively featuring our clients logo.



DIGITAL ADVERTISING CAMPAIGN WITH
1.7 MILLION
IMPRESSIONS SERVED



PRINT CAMPAIGN REACHING OVER
1 MILLION
READERS



EMAIL CAMPAIGN REACHING
39K+
RECIPIENTS



SOCIAL MEDIA CAMPAIGN REACHING
1 MILLION+
FOLLOWERS

CAMPAIGN RESULTS

- 5 WEEKS** of brand exposure
- DIRECT** audience engagement
- LOWER** average cost per-lead than the healthcare industry average
- 477** new leads

851 TOTAL ENTRIES/REGISTRATIONS

Entries and event registrations were accepted from September 29 through October 28, 2022, and 15 + emails were sent, boasting the event and featuring the presenting sponsor, along with highlighting speakers and topics.



Nearly **57%** opted in to hear from our partner in the future, effectively generating **477** new leads of potential customers.

AVERAGE COST PER LEAD IN THE **HEALTHCARE INDUSTRY:**

\$162

AVERAGE COST PER LEAD THROUGH **EVENT SPONSORSHIP:**

\$13