

# Campaign Success Story

## HOW a4 HELPED ADHS THROUGH VACCINE OUTREACH

**Problem:** Low vaccine uptake in Hispanic ZIP code 85009

**Strategy:** Hyper-local display, video, and text-based messages to complement grassroots efforts for a month-long campaign targeting Hispanic residents in 85009

**Audience:** Adults age 65+ in ZIP code 85009



**3.5 million impressions**

were served during campaign



**180% increase** in vaccine appointments in ZIP code 85009



**11,000 clicks** to the Arizona Department of Health Services site



**50% decrease** in COVID-19 positive cases in ZIP code 85009

# Results That Matter

## CAMPAIGN HIGHLIGHTS

## KEY RESULTS

| Tactic                 | Impressions | Clicks | CTR   | National benchmarks      | Views   | VCR    |
|------------------------|-------------|--------|-------|--------------------------|---------|--------|
| Hyperlocal Display ads | 2,364,697   | 5,816  | .25%  | .08% -.10%               | N/A     | N/A    |
| Hyperlocal Video Ads   | 1,176,989   | 4,767  | .41%  | (Video:30)<br>.15% -.25% | 911,213 | 61.30% |
| Geofenced AdMessenger  | 35,300      | 945    | 2.68% | .50% -.80%               | N/A     | N/A    |

**400 residents over the age of 65 were registered to receive the vaccine, and 170 people requested transportation efforts\***

**“By working with community-based partners on targeted outreach, promoting the benefits of vaccination, and continuing to share that COVID-19 vaccinations are safe, effective, and free, we can continue moving Arizona toward keeping COVID-19 in check.”**

**- Dr. Cara Christ, Director of ADHS**