A360 TAKEOVER CASE STUDY

CARDIOVASCULAR BRAND

TO SOLIDIFY THEIR REPUTATION AS THE TOP RANKED CARDIOVASCULAR BRAND AND DRIVE NEW PATIENT VISITS DURING HEART HEALTH MONTH IN FEBRUARY, THE BRAND ACTIVATED OUR A360 TAKEOVER.

ROADBLOCKED HEALTH AWARE + HTML5 DISPLAY + OUTSTREAM VIDEO DELIVERED AN IMMERSIVE USER EXPERIENCE WITH PERFORMANCE AT SCALE!

TARGETED TO PATIENT PRECISION HEART-RISK AUDIENCE

68% VIEWABILITY ACROSS THE CAMPAIGN *

0.18% CTR ACROSS ALL DEVICES

72% VIDEO COMPLETION RATE

7.1% INTERACTION RATE ON DESKTOP

40% OF CUSTOM DELIVERY ON MOBILE

* IMPRESSIVE FOR A CUSTOM UNIT, RUNNING CROSS DEVICE, IN HIGH IMPACT FORMATS