

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

HEALTH AWARE MAP

PRESENTED BY
Prevention: Love Your Heart
90% of heart disease is due to modifiable/controllable risk factors.
People should never delay emergency care, especially for heart-related issues. However, when a patient develops a cardiovascular risk factor, or a known risk factor worsens, most physicians take immediate action. If you have any symptoms or known risk factors for a heart-related issue, get checked out as soon as possible.
County Health Rankings 2019: Rate of Preventable Hospital Stays
www.Arbitraer.com

Common heart tests can tell your doctor a lot

Posted Feb 16, 2020



A clinician reads an echocardiogram

By Julie Washington, cleveland.com

Q: What are some common cardiac tests, and what can they tell my doctor about my heart?

A: Echocardiograms, EKGs and cardiac stress tests are among the most commonly ordered tests to detect problems with the heart's muscle, valves or rhythm.



About one in four deaths annually is caused by heart disease.

HTML5 DISPLAY

Arbitraer
(misvastatium) 100mg tablets
www.Arbitraer.com

OUTSTREAM VIDEO

RECOMMENDED FOR YOU

Ohio's new order to indefinitely extend mass-gathering ban...
Cleveland

The irony of Francisco Lindor advocating Cleveland