

Adwise drives 19.81% incremental reach for its healthcare client, with Display & Video 360



Digital marketing agency
Almelo, Netherlands • adwise-agency.com



*Results achieved during the campaign period 25 January to 12 March 2023.

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The challenge

Adwise believes the key to business acceleration is making smarter connections between people, technology and processes. As such, when one of its healthcare clients challenged them to increase awareness and reach for its 2023 brand campaign, the team began exploring a range of options to help achieve their goals.

The approach

During a digital audio deep dive event hosted by GMP reseller, TRKKN, and run in collaboration with Google, Adwise discovered how adding a mix of digital audio to an existing campaign can be a great way to drive reach. After client approval, the team developed a display, video and audio campaign – and also applied a frequency cap at campaign level to help improve overall performance.

Partnering with TRKKN

TRKKN is a full service provider for the Google Marketing Platform and Google Cloud. TRKKN aims to be proactive in its approach towards DV360 clients, for instance increasing its clients programmatic knowledge. TRKKN have developed various programs, including organising deep dive events and highlighting new or enhanced platform functionalities. This approach aligns well with Adwise's approach, resulting in a fruitful collaboration.

The results

Adwise reached an additional 620k users for the healthcare client by applying the frequency cap to the campaign. Overall, the campaign's total reach was over 3.1 million users, achieving 19.81% incremental reach. Furthermore, adding digital audio into the mix helped reduce exposure by 16%.

“Through advanced frequency management in DV360, we can enhance reach and optimise campaign efficiency. Our primary focus is delivering value to our clients, so seeking innovations and improvements is therefore very important.”

—Pauline Prijs - van Miert, Head of Display, Adwise

620k

Additional users
reached*

19.81%

Incremental
reach*

16%

Lower
exposure*

Google Marketing Platform

TRKKN