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Trends in TraDigital: Life at the Intersection of Digital & Traditional Media

Michigan Society for Healthcare Marketing & Public Relations
November 7, 2014

Daniel Miers
Chief Strategy Officer
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More Than An Agency

- Branding and marketing communications specialists
 - Consulting
 - Branding
 - Research
 - Strategy
 - Creative
 - Interactive
 - Media Planning/Buying
 - Public/Media Relations
- 100% dedicated to healthcare
- 25+ years of experience
- Industry thought leadership
- 200+ healthcare organizations in 38 states



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Traditional

- Expensive
- Difficult to measure
- Out-of-date, stale



Digital

- Inexpensive
- Metrics
- Hip, now

3




4


For the most part, media don't die...



...they change and adapt, learning from what's new.


5





Traditional


- Broadcast and Cable TV
- Radio
- Print
- Out of Home
- Direct Mail
- Cinema



Digital

- World Wide Web
- Email
- Mobile
- Devices

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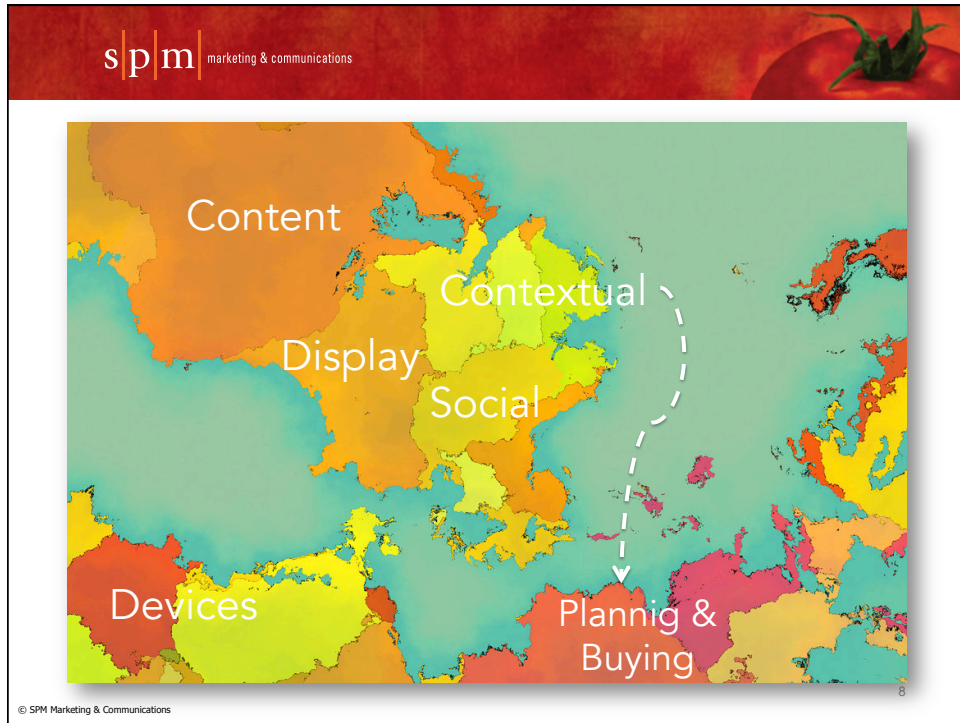


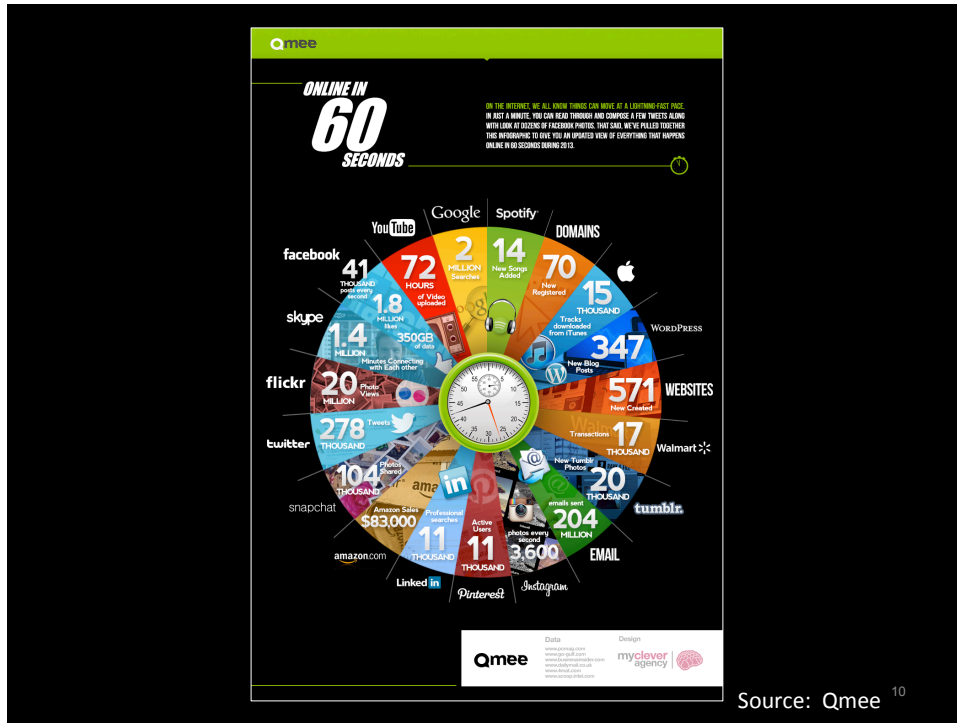
Who is online and what are they looking for?

Percent	Information Sought	Female	College Grad	Some College	Insured
55%	Specific disease or medical problem	62%	67%	58%	60%
43%	Certain medical treatment or procedure	49%	52%	45%	48%
27%	Weight loss/control	34%	32%	29%	27%
25%	Insurance issues	25%*	32%	26%	25%
19%	Food safety or recalls	19%*	23%	19%	20%

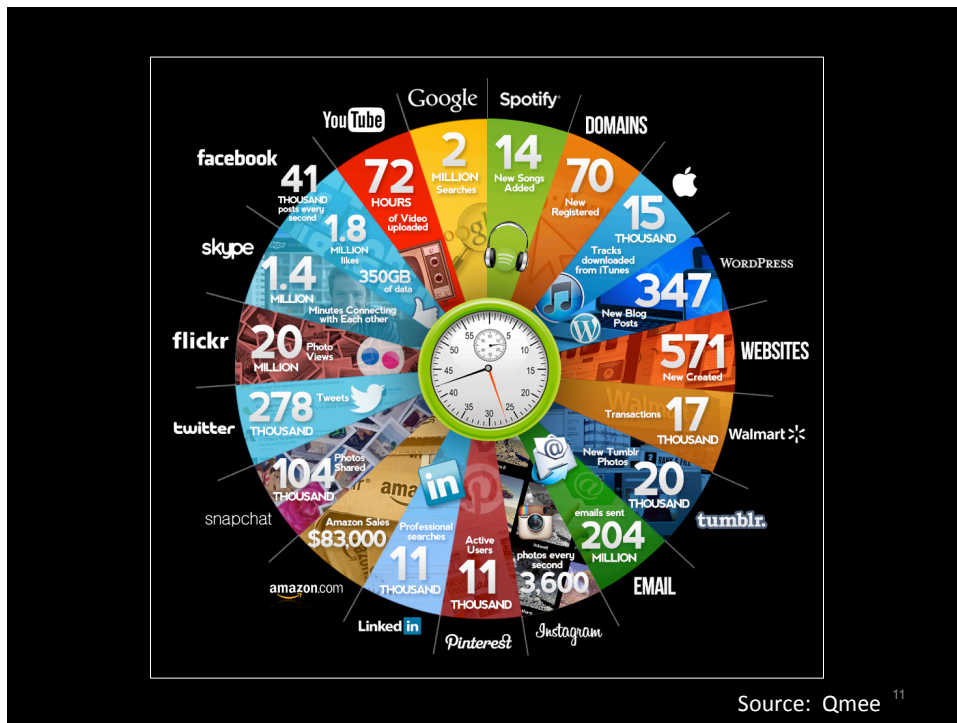
* Male and Female percentages are equal

© SPM Marketing & Communications Pew Internet & American Life Project: Health Online 2013 7





Source: Qmee ¹⁰



Source: Qmee ¹¹

- 1.4+ million visitors per month
- 3-5 new updates per week
- Significant traffic from “Be Well” newsletter (50,000 subscribers) and Facebook page (800,000 fans)

12

“Health Hub’s objective is really around national and even global brand awareness.”

- Amanda Todorovich, Manager of Digital Engagement

Aortic Valve Repair May Mean No More Blood Thinner for You

By Heart & Vascular Team | 10/9/14 8:22 a.m.
 Tags: aortic valve, aortic valve repair, aortic valve surgery, blood thinners, heart, heart and vascular institute, heart health, heart surgery

A recent study finds surgery to repair a common congenital aortic valve defect fixes the leaky valve and avoids the need for blood thinners.

Read more

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So What's a Marketer to Do?

- Give the people what they want

Percent	Information Sought
55%	Specific disease or medical problem
43%	Certain medical treatment or procedure
27%	Weight loss/control
25%	Insurance issues
19%	Food safety or recalls

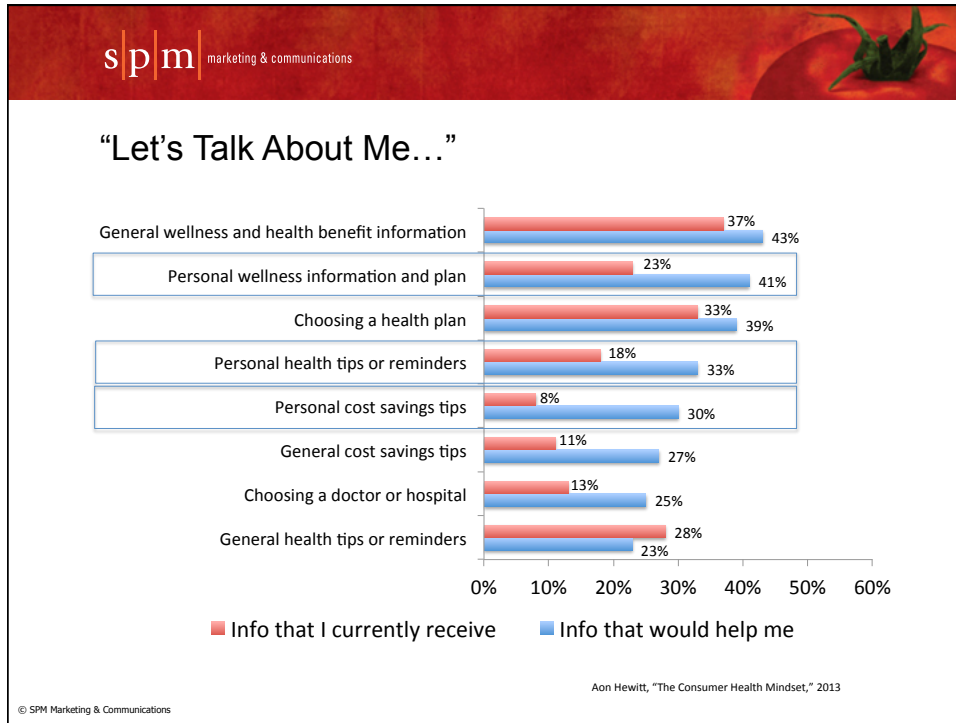
- "Special" content not available elsewhere
- Interviews/Q&A
- Multiple formats, multiple platforms
- Prioritize mobile

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6 Insider Tips for Connecting with Content Revolutionaries

- 1 Does it present new knowledge or assist in decision-making?
- 2 Will it spark conversation?
- 3 Would sharing it benefit their professional network?
- 4 Would sharing it enhance their professional brand?
- 5 Does it feed their desire for professional accomplishment?
- 6 Is it formatted for mobile/tablet consumption?

Source: LinkedIn "The 2014 Professional Content Consumption Report" 15



With the experience of 1,200 joint replacements a year, it's no wonder we get you home faster.

...25% faster for knee replacements.
45% faster recovery for hip replacements.
20% go home in 1 day.

UM St. Joseph Medical Center brings the extraordinary expertise of Towson Orthopaedic Associates and other specialists right to you. These nationally renowned experts have mastered the latest techniques by performing thousands of joint replacements. This level of experience leads to better outcomes, including infection rates far lower than the national average and much faster recovery times. We even offer minimally invasive options, innovative pain management and a rapid recovery program. So choose experience and choose to get better a lot quicker. **Be a part of something greater.**

To sign up for our seminars, visit JointEDU.com or call 410-337-1337.

FREE SEMINAR: JOINT REPLACEMENT
Dr. David Schroder
September 22 or October 22
6:00 PM (registration required)
7601 Oster Drive
Towson, Maryland 21284

TOWSON ORTHOPAEDIC ASSOCIATES

UNIVERSITY OF MARYLAND ST. JOSEPH MEDICAL CENTER
MEDICINE ON A MISSION™

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JOINTEDU
It's time to get moving.

Report Card Orthopaedic Surgeons Study Guide Seminar Info

TOWSON ORTHOPAEDIC ASSOCIATES UNIVERSITY of MARYLAND ST. JOSEPH MEDICAL CENTER

Take a look at our excellent report card.

Meet our surgical specialists.

Get answers to your questions.

Sign-up for a seminar.

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JOINTEDU
It's time to get moving.

Report Card Orthopaedic Surgeons Study Guide Seminar Info

TOWSON ORTHOPAEDIC ASSOCIATES UNIVERSITY of MARYLAND ST. JOSEPH MEDICAL CENTER

See how we get you better faster. The proof is in the numbers.

REPORT CARD

What we're all about.

Our Orthopaedic Institute is home to nationally recognized surgeons who perform the most advanced joint replacements for knees, hips and shoulders. They'll customize a replacement that's right for you based on age, activity level, and more.

Average Lengths of Stay

Joint	UM S.J.M.C.	National average
KNEE	2.4 days	3.3 days
HIP	2.2 days	4.2 days

UM S.J.M.C. Volume

934 total knee
309 total hip

Amount of Joint Surgeries per year

UM S.J.M.C.'s top priority is to provide you with the highest level of care, and to get you home as safely and quickly as possible. From minimally invasive options, to a rapid recovery program, we can help get you out of the hospital and back on your feet faster. Check out our charts to see how.

We get you back to your life, quicker.

Surgical expertise, minimally invasive options and our rapid recovery program all get you out of the hospital and back on your feet, quicker. Sometimes, in nearly half the time.

Experience counts.

Our expert surgeons performed over 1200 joint replacements last year, which is approximately six times more than "The 200 Quality Benchmark" ranking.

Patient Satisfaction Score Overall

81% of our patients say they are satisfied
54% of patients routinely are satisfied

UM S.J.M.C. National Benchmark

Complications Rate

Joint	UM S.J.M.C.	National average
KNEE	0.5%	2.4%
HIP	1.2%	2.5%

Surgical Site Infections

Joint	UM S.J.M.C.	National average
KNEE	0%	1.3%
HIP	0%	1.3%

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JOINTEDU
It's time to get moving.

Report Card | Orthopaedic Surgeons | Study Guide | Seminar Info

TOWSON ORTHOPAEDIC ASSOCIATES | UNIVERSITY OF MARYLAND ST. JOSEPH MEDICAL CENTER

You're considering a joint replacement, now what?

QUESTION ANYONE?

<p>Surgical options.</p> <p>If a non-surgical treatment for your joint pain didn't work, we offer a wide variety of advanced surgical options.</p>	<p>Preparing for your surgery.</p> <p>It's important to do your homework, so you are better prepared for your procedure, before, during and afterwards.</p>	<p>Care team.</p> <p>A number of dedicated health professionals will participate in your care and guide you through your recovery process.</p>	<p>Anesthesia and you.</p> <p>There are several forms of anesthesia that can be performed. Click here to learn your options.</p>
<p>Your hospital stay.</p> <p>Everything you need to know about your procedure schedule, from the time you arrive until discharge.</p>	<p>Rapid recovery program.</p> <p>Our unique pain management protocols are designed to help you before, during and after your surgery.</p>	<p>Continuing your recovery.</p> <p>After your surgery, follow these simple guidelines to ensure that you get back on your feet, faster.</p>	<p>Spiritual care.</p> <p>Faith is important to many of our patients. Our mission is to honor their traditions, no matter what faith.</p>

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Survival rates at NCI Cancer Centers are 25% better than other cancer centers.

That can mean everything.

National Cancer Institute Cancer Centers lead this country's effort to cure cancer. The University of Kansas Cancer Center is now among a select few in the country, and the region's first, to be named an NCI-designated Cancer Center. Each NCI Cancer Center serves the needs of the community by excelling in research and treatment, giving patients greater access to leading-edge options and the most promising discoveries.

Put the power of academic medicine to work for you. Call 913.588.1227 or visit kucancercenter.org.

NCI-CC
A Cancer Center Designated by the National Cancer Institute

THE UNIVERSITY OF KANSAS
CANCER CENTER

ADVANCING THE POWER OF MEDICINE®

Four key questions to ask before choosing cancer care.

MOUSE OVER FOR VIDEO

THE UNIVERSITY OF KANSAS
CANCER CENTER

ALWAYS  **EASTERN MAINE**
REMARKABLE **MEDICAL CENTER**

In between bath time and story time, you can *find* a primary care provider in **no** time.

Our new site makes finding a primary care provider super simple. Choose a provider based on gender, location, health interest, and even hobbies! Visit MatchMe.EMMC.org, answer a few questions, and you'll be matched with a provider who's perfect for you. It's one way EMMC helps make your life a little more remarkable.

Find your perfect provider at MatchMe.EMMC.org or call 973-7090.

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MEDICAL CENTER
— LOUIS MEYER
ALWAYS **REMARKABLE**

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EMHS MEMBER

Match Me EMMC

MatchMe.emmc.org makes searching for a new primary care provider fast and easy! With only a few selections find a provider that matches you and connect instantly. Matchme.emmc.org makes your new provider the perfect match for you and your family.

Gender: Any - Location: Any - Health Interests: Any - Hobbies / Interests: Any - Hours: Any -

- Any
- Healthy Cooking
- Active Lifestyles
- Mind-Body Wellness
- Movies and Theatre
- Reading
- Travel
- Hiking, Biking, Running
- Music
- Animal Lover
- Family

Sulma Aryal, MD
EMMC Family Medicine
Bangor
+ Connect With Me

Kathryn Bourgoin, MD
EMMC Family Medicine
Bangor
+ Connect With Me

Eliza Currie, PA-C
EMMC Internal Medicine
Bangor
+ Connect With Me

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Home Primary Care Specialty Care Patient & Visitor Connect with Meriter Find a Doctor Donate Careers

Home : Physician Directory : Shropshire, James H., MD

James H. Shropshire, MD
Family Medicine
"It's all about the patient."
Primary Clinic: Meriter Fitchburg
2690 Research Park Drive, Suite F
Fitchburg, WI 53711
608.417.8585
[map link]

Hospital Affiliations
Meriter Hospital
Select Specialty Hospital

Education and Board Certification
1992, Residency, University of Minnesota Health Center
1990, Internship, University of Minnesota Health Center
1989, Medical School, UW School of Medicine and Public Health
ABMS/IAOA Certification, American Board of Family Medicine

Medical Interests
Dr. Shropshire has a special interest in Sports Medicine, including caring for people of all ages with musculoskeletal problems and injuries. He also has a passion for adolescent medicine, assisting emerging adults with healthy, informed decision-making and transitions. He enjoys practicing advanced motivational interviewing techniques to empower patients who are looking to lead a healthier lifestyle.

Meriter MyChart

Don't have a MyChart account?
CLICK HERE TO MAKE AN APPOINTMENT OR SCHEDULE A FREE MEET & GREET

BACK TO SEARCH

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What You Need To Know About INFOGRAPHICS

The average person sees

174 newspapers-worth of info every day.

Only about

20% of the words are read because --

90% of the info absorbed is **VISUAL**.

Images get processed **60,000x** faster than text.

Studies find that

65% of people are **VISUAL LEARNERS**.

THE MOST & LEAST EXPENSIVE CITIES FOR HEALTH CARE

bundle

100 ANNUAL OCCASIONALLY PLACES TO GET SICK

29 million

Health Insurance Exchanges

Vehicles to Improve Quality in Addition to Access

Number of people projected to gain access to health coverage through exchanges

A LOOK INTO THE FUTURE OF HEALTH CARE

HOW PASSIVE SENSORS WILL SUPPORT PATIENT CARE OUTSIDE THE HOSPITAL

Myrl Lee II, 65, has congestive heart failure and diabetes. Ann is able to live safely at home thanks to sensors that monitor changes in her health without the need for frequent visits to the doctor. The data from the sensors signal her care team (clinicians and family members) when support is needed.

Let's take a look at how these sensors assist Ann without her needing to do anything.

Exchanges could provide comparative information on quality

	Preventive Care	Chronic Care	Quality Care
Plan A	☆☆☆☆	☆☆☆☆	☆☆☆☆
Plan B	☆☆☆☆	☆☆☆☆	☆☆☆☆
Plan C	☆☆☆☆	☆☆☆☆	☆☆☆☆

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10 QUESTIONS HEALTHCARE MARKETERS MUST ANSWER DURING MERGERS & ACQUISITIONS

1. WHAT IS YOUR BRAND STORY?
2. How will your Post power your Future?
3. What do you believe that will define how you Act?
4. HOW DO YOUR PROSPECTS ENDS UP TO YOUR BRAND STORY?
5. WHAT IS THE TARGET TRUST IN YOU, YOUR BRAND AND YOUR COMPETITOR?
6. SIX WHAT IS DRIVING THESE TRUST MEASURES?
7. How will your competitive and brands impact the success of the brand/brand?
8. HOW WILL THE TRANSFORMATION ALTER YOUR BRAND TRUST?
9. DO YOU REINFORCE AND STRENGTHEN TRUST DRIVERS EVERYDAY?
10. DO TRUST STAFF WE CAN COMPASS THE BRAND?

what'snext
A HEALTHCARE MARKETING SOLUTION

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HealthLeaders | Information governance (IG) | 1 | Improving health information management's (HIM's) future with this new text from HIM thought leader Lin...

AHIMA PRESS | ahimastore.org

Leadership | Finance | Technology | Physicians | Community Hospitals | Health Plans | Marketing | Quality | Nursing | HR

Home > Health Plans > Health Plan News & Analysis

WellPoint Dominates Nearly Half of Markets, AMA Says

John Corwin, for HealthLeaders Media, October 17, 2014

USA Mobility Wireless and Amcom Software are now... 2

Concerned about 30-Day Heart 3 | 3 | Are Readmissions? Learn More

Analytics | 4 | Expert insight on transforming organization with analytics. Read the paper. sas

How can you operate more... 5 | Get the most insights. Bank of America

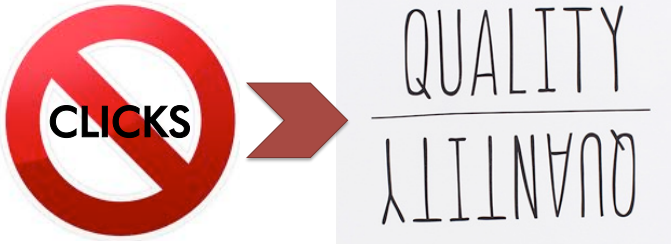
Most Popular | Most Viewed | Most Emailed

Collaboration

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Display Advertising

- Typical internet user is served 1,700 banner ads per month
 - 25-34 year olds 2,000
- Estimated 31% of impressions can't be viewed by users
- 8% of internet users account for 85% of clicks
- Up to 50% of clicks are accidental
- You are more likely to survive a plane crash than click a banner ad



© SPM Marketing & Communications Source: BannerBlindness.org 30


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What's a Marketer to Do?

- Relevance – In line with user intent at the moment they are viewed
- Rethink size and placement
- Make it interesting!


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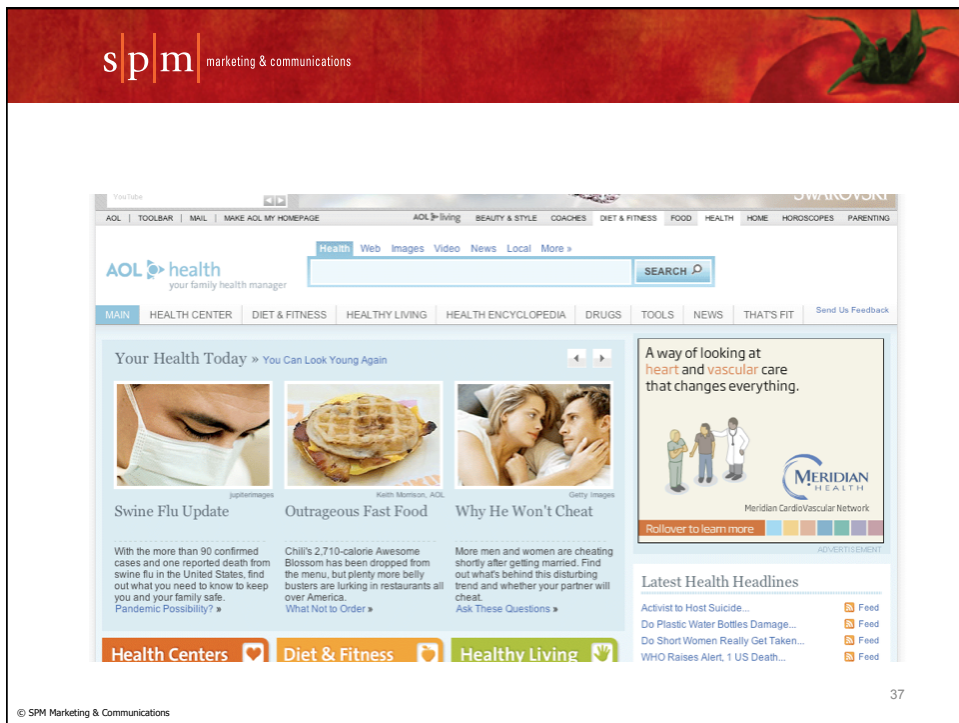
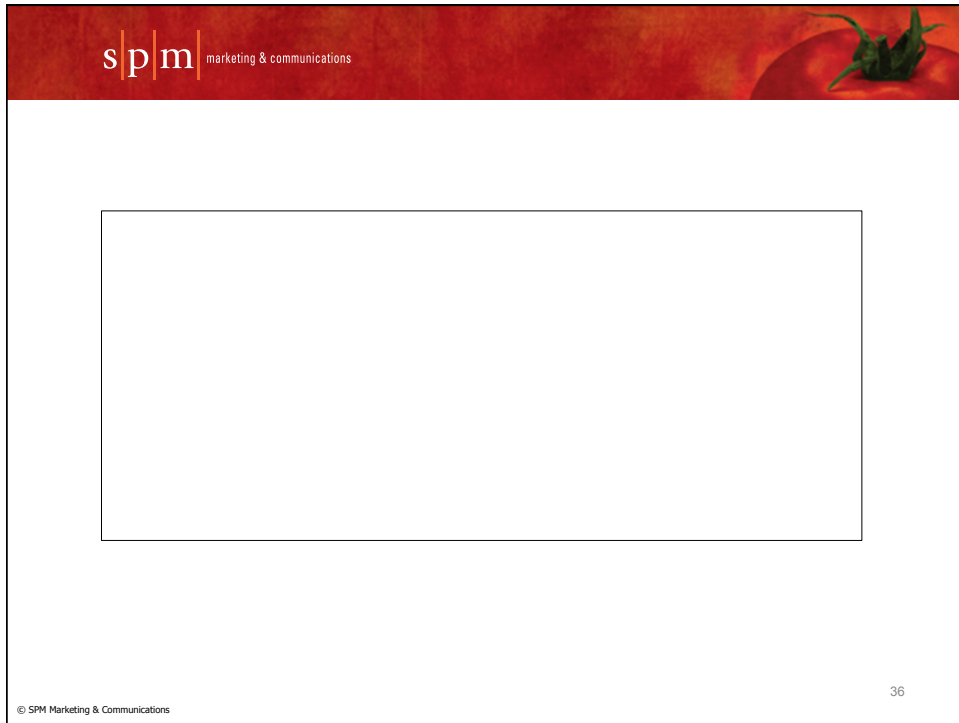
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"Polite" Rich Media

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The slide is titled "Manley's Maxims" and features the SPM Marketing & Communications logo in the top left corner. The background is red with a tomato graphic in the top right.

"Manley's Maxims"

"It was never really free, but increasingly it's paid media."

- Average Facebook user could see 1,500 posts in their newsfeed daily
- Organic reach for brands has been intentionally suppressed to as low as 2%
- Paid reach drives organic and viral reach
- Facebook exchange

"Even when it's paid, it's also earned."

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The Story of Ami Musa

This is what 12 year olds like Ami from Sierra Leone really want. Repin to remind people of what the world's poorest children dream of. www.unicef.org.uk...
19 likes · 1 comment · 55 repins

Pinned onto Beally want these from unicef.org.uk

Cristina Olsen ...great ideal Wishing all the best for the project.

This is what 13 year olds like Ami from Sierra Leone really want. Repin to remind people of what the world's poorest children dream of. www.unicef.org.uk...
17 likes · 34 repins

Pinned onto Beally want these from unicef.org.uk

This is what 13 year olds like Ami from Sierra Leone really want. Repin to remind people of what the world's poorest children dream of. www.unicef.org.uk...
18 likes · 42 repins

Pinned onto Beally want these from unicef.org.uk

This is what 13 year olds like Ami from Sierra Leone really want. Repin to remind people of what the world's poorest children dream of. www.unicef.org.uk...
15 likes · 1 comment · 28 repins

Pinned onto Beally want these from unicef.org.uk

Paul Drury great campaign, keep up the good work. x

40

Chris Kennedy @ckgolfsrq Follow

Thanks @JonBullas. You're up next @KevinAylwin, Jeanette Senerchia and @mattdodson7 #IceBucketChallenge youtu.be/WpJCWjs6kYA

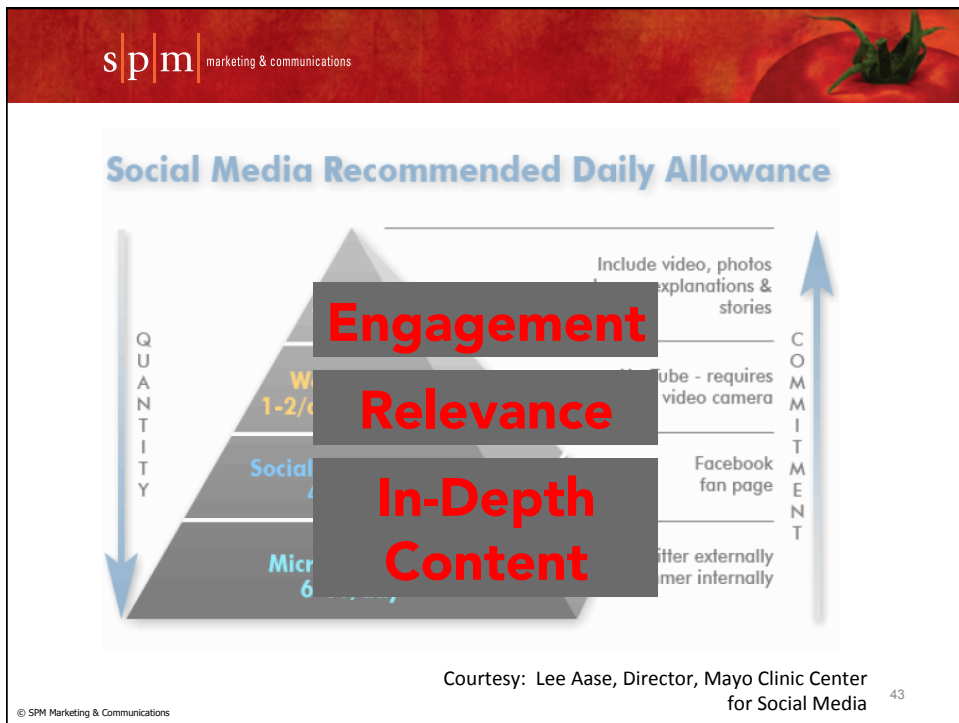
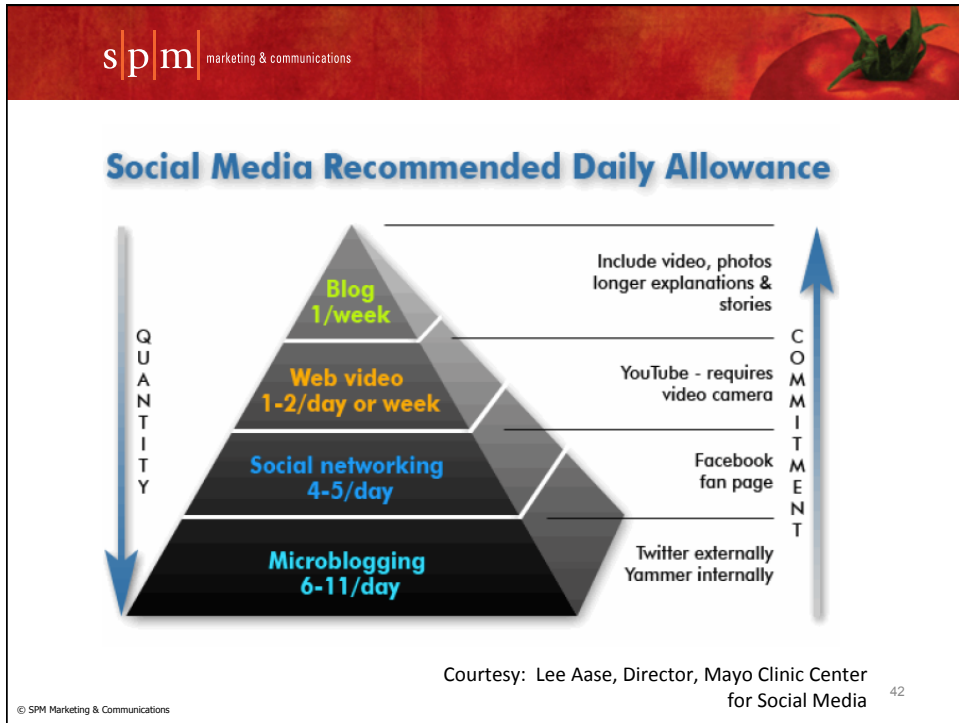
1:49 PM - 15 Jul 2014

CK ice bucket challenge

YouTube @YouTube

9 RETWEETS 14 FAVORITES

41



facebook

Brown & Toland Physicians

Wall Info Video Ask

It's simple.

Click now to get a Brown & Toland physician or call an advisor at 415.972.6002.

> Enter site

You may have additional questions before you get started. Ask us anything. The answer will be emailed to you.

Ask us anything.

ASK YOUR?

SELECT A VIDEO

3 easy steps | 9 reasons | Switzerland

TOP FREQUENTLY ASKED QUESTIONS

Q: With which HMO health plans does Brown & Toland Physicians contract?

Brown & Toland contracts with many HMO health plans. Click here for a complete list of HMO health plans.

Q: Which hospitals are in the Brown & Toland Physicians network?

With a Brown & Toland physician you have access to more leading community and university hospitals in the Bay Area — including California Pacific Medical Center, and Stanford Hospital and Clinics. Click here for the complete list of hospitals.

BROWN & TOLAND PHYSICIANS

Treating people, not just patients.™

44

Children's National Medical Center

Search Letters For: GO

The Parent's Letter Project

Sometimes the only way to be sure you're making the right decision about something important is to get a little advice from someone who has been through the same thing.

Read Parents' Letters

Write Your Own Letter

Dear parent of a child born with a heart not fully developed,

Just a few days after his birth in June of 2006, our doctor told us our son Max needed to see a heart specialist. We chose Children's National Medical Center after looking at 2 alternatives. He gave us something we could understand. Letter 1 of...

Latest Video

One Parent's Letter

I know this is a scary time for you. People are telling you that their nephew or their best friend's child was born with a hole in his or her heart and that your baby will be fine—that maybe even his hole will close by itself just like the other baby's did. And it's frustrating. This is different and bigger and it's not going to fix itself, no matter what happened to those other kids. But it's okay; you have Children's National Medical Center.

I was told I was having twins ...

Read More

Find a Doctor

Tell Us What You Think!

Request an Appointment

Give to Children's

Get Involved

Learn more about Children's National

45

The screenshot shows the Children's National Medical Center website. At the top, there is a navigation bar with 'HOME', 'WRITE YOUR OWN LETTER', and 'BROWSE BY CONDITION'. A search bar is located on the right. The main heading is 'Cardiovascular (heart) conditions and diseases - Letters'. Below this, there are six colored boxes representing different conditions and families: Aortic coarctation (Sammy's mom and dad), Heart not fully developed (Sarah's mom), Hypoplastic left heart (Addison's mom), Hypoplastic right heart (Ian's parents), Tetralogy of fallot (Jax's Mom), and Transposition of the great arteries (Turner's family). To the right, there are interactive buttons: 'Find a Doctor', 'Tell Us What You Think', and 'Request an Appointment'. Below these are social media links for Facebook, Twitter, and YouTube, and a 'JOIN US ON' section with a 'SHRE' button. A video player is embedded, showing a woman speaking. The footer contains the center's address and contact information.

The slide features a red header with the 'spm marketing & communications' logo. The main title is 'The Nurse Recruitment Challenge'. Below the title is the logo for the University of Maryland Medical Center, which consists of a stylized building icon and the text 'UNIVERSITY of MARYLAND MEDICAL CENTER'. The footer contains the copyright notice '© SPM Marketing & Communications'.

A Member of the University of Maryland Medical System | In Partnership with the University of Maryland School of Medicine

UNIVERSITY of MARYLAND MEDICAL CENTER

Information For | Centers & Services | Doctors | Health Library | News | Contact Us | Ways to Help


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Nursing

- Letter from Chief Nursing Officer
- Professional Advancement Model
- Nursing Newsletter
- Education...
- Trends in Nursing Practice Conference
- Partnership with School of Nursing
- Nursing Research
- Nurse Recruitment
- Nursing Professional Practice Model
- Nursing Governance Structure
- Rounding Report

Related Resources

- Nurse Practitioners



THIS IS ABOUT TO GET PERSONAL
Every nursing career here is as individual as the people you see in front of you. Click to watch some of our nurses' videos.

Connect with us on **FACEBOOK** | Meet our other ambassadors | **APPLY NOW**

48

Facebook Search for people, places and things Daniel Miers Find Friends Home

Maryland Nursing Careers

140 likes · 1 talking about this

Health/Medical/Pharmaceuticals

140 Likes


Recent Posts by Others on Maryland Nursing Careers

- Amari Aultman: Hi, my name is Amari Aultman and I am a SRNA at Wo... August 7 at 5:13pm
- Amber Rene Barber: Hi, my name is David Barber. I don't have a facebook ... August 7 at 2:52am
- Natasha Hopkins: Hello, My name is Natasha Hopkins. I am an ICU RN II ... July 13 at 10:03pm
- Hyerin Lee: Hello, my name is Hyerin Lee from Seoul, South Korea... June 1 at 7:10am

140 likes · 1,375 people like this.

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The nurse you want to be is waiting. At a place where nurses are challenged, even expected to find their passion...to learn...to grow. A place where nursing is respected as an integral part of the care team. Where, for more than 2,500 of us, a job has become a mission.

Sound interesting? Meet some of your new peers at umm.edu/nursing. Watch their videos. Then, connect with them on Facebook to get even more scoop. You're going to fit right in.

WE'RE ON A MISSION TO FIND YOU.



facebook.com/marylandnursing
@UMMCnursing

UNIVERSITY of MARYLAND MEDICAL CENTER
MEDICINE ON A MISSION™

© University of Maryland Medical Center



The advanced practice nurse you've prepared to be is waiting. At a place where advanced nursing is so established in the care model, you can work at the vanguard, without blurring the trail. And where, for more than 240 NPs, CRNAs, CNSs and CNMs, a job has become a mission.

Sound interesting? Meet some of your new peers at umm.edu/nursing. Watch their videos. Then, connect with them on Facebook to get even more scoop. You're going to fit right in.

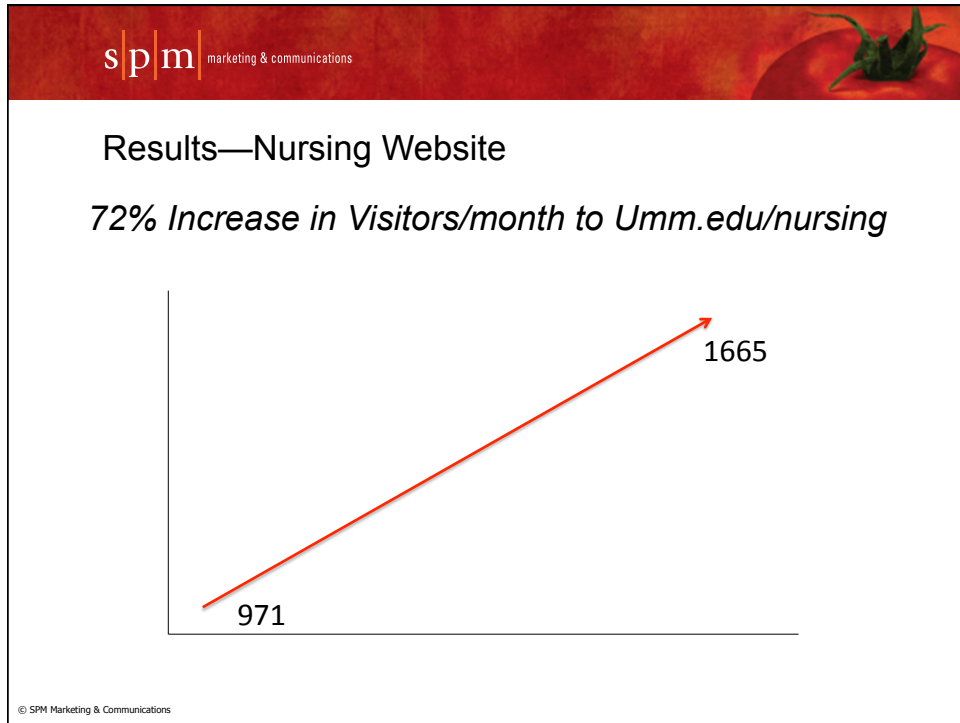
WE'RE ON A MISSION TO FIND YOU.



facebook.com/marylandnursing
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Click-Through-Rates

- 25% rate for flash banner ads on various Nurse Recruitment webpages; 2x the display norms for service lines
- .32% rate for paid search ads; 3x higher than overall recruitment



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Content Advertising



The screenshot displays a CNN Health webpage with several articles and a 'Promoted Stories' section. The main article is titled 'Man treated for Google Glass addiction'. Other visible headlines include 'Human remains found in search for UVA student Hannah Graham', 'Ebola-linked cruise ship passenger cleared; hospital apologizes for...', 'Jack Ma was happy making \$20 a month', and 'She's America's youngest female billionaire - and a dropout'. The 'Promoted Stories' section features four items: 'The Secret to Breaking Your Bad Money Habits (No, Really)', 'Falling in Love With the Mainframe All Over Again', '5 Health Problems Caused by Drinking Too Much Alcohol', and 'Whole Foods Asks Chobani to Leave'. A red box highlights the 'Promoted Stories' section, and a red arrow points from the bottom of this box to the 'Promoted Stories' section at the bottom of the page.

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Taboola **University of Kansas Hospital - SC** Campaigns: Top Campaign Content

Campaign: All Campaigns + Add Filter

Last 7 days
12 Oct 2014 - 18 Oct 2014

Search [] Export

Top Item	Campaign	Impressions	CTR	Clicks	Average CPC	CPM	Spent ↓
Perfect 10: Tips For Being An All-Star Parent	University of Kansas Hospital - BigSafety	646,989	0.06%	417	\$1.000	\$0.64	\$417.00
Be Smart: Prep Young Athletes for Games	University of Kansas Hospital - BigSafety	116,699	0.04%	51	\$1.000	\$0.44	\$51.00
10-Year-Old Skateboarding Star Offers Safety Tips	University of Kansas Hospital - BigSafety	36,454	0.11%	39	\$1.000	\$1.07	\$39.00
Top 10 Traits of The All-Star Parent	University of Kansas Hospital - BigSafety	31,136	0.07%	22	\$1.000	\$0.71	\$22.00

BigSafety

WATCH Performance Tips For Young Athletes	University of Kansas Hospital - BigSafety	4,329	0.07%	3	\$1.000	\$0.69	\$3.00
WATCH Game Prep: More Than Just Warming Up	University of Kansas Hospital - BigSafety	9,956	0.02%	2	\$1.000	\$0.20	\$2.00

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SMP - University of Kansas Hospital - SC Campaigns: Campaign Summary

Campaign Summary ?

Campaign: All Campaigns + Add Filter

Last 7 days
12 Oct 2014 - 18 Oct 2014

Day By Campaign By Country By Platform

120 100 \$120 \$100

961,172 Impressions
0.06% CTR
597 Clicks

Date (US/Central) ↓	Impressions	CTR	Clicks	Average CPC	CPM	Spent
18 Oct 2014	61,163	0.08%	50	\$1.000	\$0.82	\$50.00
17 Oct 2014	102,582	0.07%	67	\$1.000	\$0.65	\$67.00
16 Oct 2014	226,920	0.05%	111	\$1.000	\$0.49	\$111.00
15 Oct 2014	183,886	0.06%	113	\$1.000	\$0.61	\$113.00
14 Oct 2014	167,815	0.07%	113	\$1.000	\$0.67	\$113.00
13 Oct 2014	163,807	0.07%	113	\$1.000	\$0.69	\$113.00
12 Oct 2014	54,999	0.05%	30	\$1.000	\$0.55	\$30.00
Total	961,172	0.06%	597	\$1.000	\$0.62	\$597.00

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SMP - University of Kansas Hospital - SC - Campaigns: Campaign Summary

Last 7 days
12 Oct 2014 - 18 Oct 2014

Campaign : All Campaigns + Add Filter

Day By Campaign By Country By Platform

961,172 Impressions
0.06% CTR
597 Clicks

Platform	Impressions ↓	CTR	Clicks	Average CPC	CPM	Spent
Smartphone	611,035	0.07%	405	\$1.000	\$0.66	\$405.00
Desktop	267,285	0.05%	123	\$1.000	\$0.46	\$123.00
Tablet	82,723	0.08%	69	\$1.000	\$0.83	\$69.00
Other	129	0.00%	0	\$0.000	\$0.00	\$0.00
Unknown	0	0.00%	0	\$0.000	\$0.00	\$0.00
Total	961,172	0.06%	597	\$1.000	\$0.62	\$597.00

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Digital Media Planning and Buying

AMC MADMAN CHASE G. RIZZO

RUBICON MADMENSUNDAYS SPM | SC DEAD

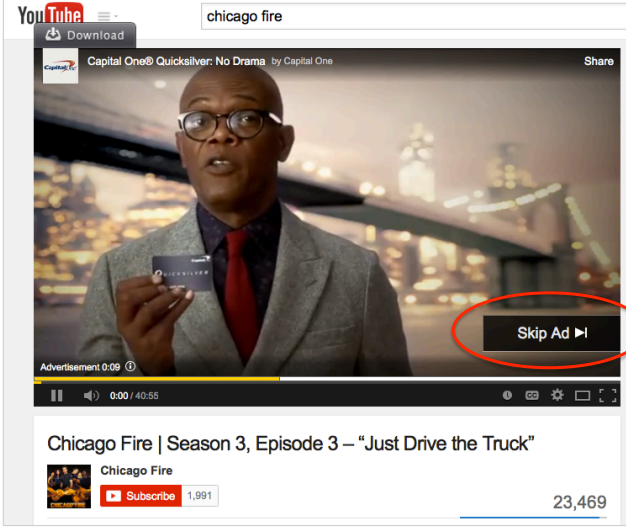
Returning Series

hulu

BONES

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RTB and Trading Desk vs. Sites

- Maximizes efficiency of online buying/optimization process, costs and metrics
- Widest, instantaneous access to massive inventory
- Real time vertical (healthcare), lateral (consumer habits/behavior) and multi-variate targeting
- RTB = Lowest CPMS









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How Fragmented is Fragmented?

doubleclick ad planner by Google
Data: August 2010

-  540 million UV/M
-  Top 10 websites: 230 million UV/M
-  Top 50 websites: 41 million UV/M
-  Top 100 websites: 22 million UV/M
-  Top 500 websites: 7.4 million UV/M
-  Top 1,000 websites: 4.1 million UV/M

UV/M: Unique Visitors per Month


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Retargeting

FOOTBALL BASKETBALL BASEBALL SOFTBALL SOCCER TRACK LACROSSE VOLLEYBALL COACHES SEE MORE

Home > Soccer > Mens Soccer Jerseys > 1639



Adult Corner Kick Soccer Jersey - Design Online or Buy It Blank

Moisture Wicking Polyester with Cool Mesh side panels. Rounded notch collar.

Size & Fit: Classic Fit [Learn More](#)

Sizes: S - 2XL (Add \$5.00 each for 2XL)

Be the first to [Write a Review](#)

Recommended Decoration: [Printed](#)

PRINTED [START DESIGNING](#)

Colors: Gold/Black/White (64), Royal/White/White (15), Scarlet/Black/White (24), Scarlet/White/White (25), Black/White/White (45), White/Royal/White (51), White/Scarlet/White (52), White/Black/White (54), White/Navy/White (57), Navy/White/White (75), Orange/Black/White (84), Maroon/Black/White

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Retargeting

Google

Gmail -

COMPOSE

Diadora Jerseys - soccergarage.com/Diadora-Soccer - Soccer Jerseys for Your Team/Club. Great Selection and Availability.

Inbox (10)

Starred

Important

Latest 35+ Soccer Update

Daniel Miers

OK, we're just a week and a day away from kick-off. Some quick bullets: 1. Ta...

6 older messages

Related Google+ Page

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LogoSportswear

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Happy weekend, everyone! We have a great sale happening now. Save 12% on any order with pr...

Shared publicly - 14 hours ago

+1

Old Model:

- Follow you around – 3x exposures

New Model:

- Progressively offer you better deals

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Grab Bag

HealthKit

Health

PTSD COACH

Learn

Self Assessment

Manage Symptoms

Find Support

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