


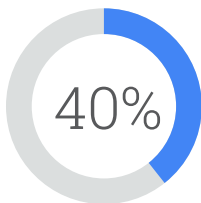


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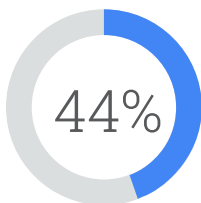
During Breast Cancer Awareness month:

5x 

More website visits



More mammograms scheduled



Mammogram appointment requests came from mobile

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## Advocate Health Care taps into women's I-want-to-stay-healthy moments

As Illinois' largest healthcare system, Advocate Health Care strives to build lifelong relationships with their communities to keep them safe, healthy and well. So for Breast Cancer Awareness month, they took on the very real challenge of getting women across Chicago to schedule mammograms. They teamed up with Pilot Digital—their longtime Search Engine Marketing agency and Google Partner—to help them connect the women of greater Chicago with their physicians and hospitals.

**For 2015's Breast Cancer Awareness Month, they set a goal: to make sure that every woman of the recommended age in the greater Chicago area was getting screened.**

"The changing healthcare landscape is leading patients to behave more like shoppers, where price and convenience are important," explains Mayura Kumar, Advocate's Director of Digital Strategy. Armed with this knowledge, they focused on mobile and created a digital presence for their "Stories of the Girls" campaign. Together they decided AdWords display and search ads could help them reach women in the moments they were searching for information about early breast cancer detection. They also doubled down on video on the advice of their dedicated Google rep, repurposing compelling video they already had as part of a new ad. The savvy targeting and aggressive mobile bidding completed the strategy, helping them make sure their audience across greater Chicago would see it.

“Looking for doctors, self diagnosing, confirming a diagnosis... online is your resource. We want to make sure we’re there not only for searches like, ‘Find a pediatrician near me,’ but for the moments of, ‘How do I take care of this cut? What is this treatment about?’ We want to be there for all of these touch points.”

- Kelly Jo Golson, *SVP, Chief Marketing Officer for Advocate Health Care*

“Advocate is always curious about new strategies. If Google has new products or methods, they’re always open to hearing about it. The success they’re having is because they’re curious—they want to move forward in the digital world.”

- Rod Holmes, *Founding Partner of Chicago Style*



**“Stories of the Girls” exceeded all expectations, resulting in 40% more mammograms scheduled during Breast Cancer Awareness month.**

Website visits were 5x higher than usual for the month, with 49% of the traffic and 44% of the mammogram appointment requests coming from mobile. The campaign’s video saw one million views, and thanks to pitch-perfect audience targeting, had a 32% viewthru rate at only \$0.08 per view. “People literally clicked on the ad and went straight to schedule their mammogram,” says George Gilmer, Partner and Director of Paid Search at Pilot. “It was incredible.”

[www.storiesofthegirls.com](http://www.storiesofthegirls.com)