

Case Study

# Massachusetts Department of Public Health

The Massachusetts Department of Public Health needed help with planning, scheduling, managing, and reporting for a statewide health & wellness campaign targeting the LGBTQ+ community.

To reach their target audience, we set up unique campaigns across several different [LGBTQ+ dating apps](#). The goal was to direct the audience to a website for more information and to schedule an appointment.

A key requirement of the campaign was to take the engagement data from the apps and provide concise, actionable reporting.

**+ 136%**  
Impressions

**+ 1,100%**  
Website Clicks



About the Company

## The Challenge

Previous agency partners did not provide good or accurate reporting, leaving the client to pick up the slack.

They needed a full-service agency that would plan the campaign, negotiate with the platforms, schedule the creative, track the performance, and provide weekly updates consolidated into one report.



## Customer Testimonial

*"In addition to the proactive approach in working with the platforms, Clicta has created detailed reporting and optimization efforts to secure the best results for the client often resulting in additional impressions and overdelivery. Reporting was often delayed with our previous partner. While acknowledging this is often depending upon the platform relaying the necessary information, Clicta has always taken a proactive stance acknowledging the delay and working through solutions."*

Sherry Galego, Co-Marketing Plus, Inc.

## The Strategy

We were to act as a liaison between the platforms and the client. We would take care of talking to each platform and make recommendations based on the information we received.

We would set up a single document to track the campaign performance, and set up independent GA4 tracking. The intent was to take this off the client's plate so they didn't have to manage it, and to provide actionable feedback post campaign

## Key Action Items

Setting up the different campaigns was relatively simple. The challenge was collecting different metrics from each platform and compiling the data into a centralized, simple report.

We monitored the deliverables and tracked the performance of each platform and ad unit so we could make real-time adjustments that optimized campaign performance.

We also set up an independent GA4 dashboard that tracked each platform, ad unit, and creative element through UTM codes. This provided additional tracking outside of the data sent by the platform.

## The Results

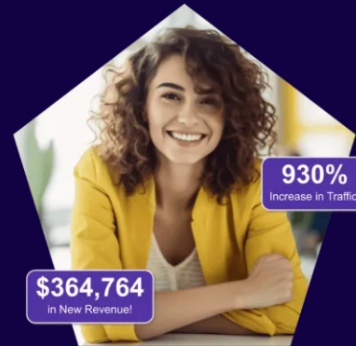
The Massachusetts Department of Public Health saw higher engagement, click-through, and delivery rates than previous campaigns. Through dynamic reporting and monitoring, the campaign delivered double the contracted impressions for the same spend.

The reporting exceeded client expectations and provided unique insight into which platforms delivered the highest ROI.

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#### SOLUTIONS

- Content Marketing
- Digital PR
- eCommerce Marketing
- Influencer Marketing
- Pay-Per-Click Ads
- Search Engine Optimization
- Social Media Advertising
- Social Media Marketing

#### RESOURCES

- Business Resource Center
- Content Marketing Funnel
- The Digital Toolkit
- Digital Marketing Blog
- FREE Marketing Calendar
- Lead Generation Guide
- Top 1,001+ Power Words
- Results & Reviews

#### COMPANY

- About Us
- Awards & Recognitions
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