

## CASE STUDY

Digital Marketing Strategy,  
Paid Media Campaign  
Management, Social Media  
Promotion, and Advanced  
Tracking and Analytics

Healthy

NV

Project<sup>SM</sup>

# 1 ABOUT HEALTHY NEVADA PROJECT

The Healthy Nevada Project is a clinical study offering Nevadans an opportunity to learn about their ancestry, health, and genetic risks. By better understanding how genetics, environment, social factors, and healthcare interact, The Healthy Nevada Project can help citizens predict serious

health risks, allow for quicker diagnoses, and develop more precise treatments. Since its launch in 2016, the Healthy Nevada Project has become the largest community-based population health study in the world.



# 2 OUR APPROACH

The Healthy Nevada Project sought to generate awareness of its service and expand into more demographic markets, specifically a more diverse sample. With these goals in mind, SilverTech selected various digital media platforms that fit within the budget and met the aspirational markets where they consumed their media. The channels selected included Facebook, Instagram, Google Search, and Spotify. To ensure the messaging and creative resonated with the audience, SilverTech A/B tested different ad creative to determine the best performing ad.

Over the course of 2 years, SilverTech ran several flighted campaigns to generate awareness and interest in genetic testing through Healthy Nevada Project and to ultimately get people to sign up for an appointment or request an at home kit.

# 3 THE RESULTS

## SERVICES PROVIDED

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- ✓ Digital Marketing Strategy
- ✓ Campaign Strategy & Creation
- ✓ Digital Advertising
- ✓ Conversion Rate Optimization
- ✓ Analytics, Tracking, & Reporting
- ✓ Account Management

## WE GENERATED

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Ad Impressions  
**1.04 million**

Ad Clicks  
**6,500**

Website Sessions  
**64,000**

Conversions  
**248**

# 4 THE CREATIVE

