



CASE STUDY

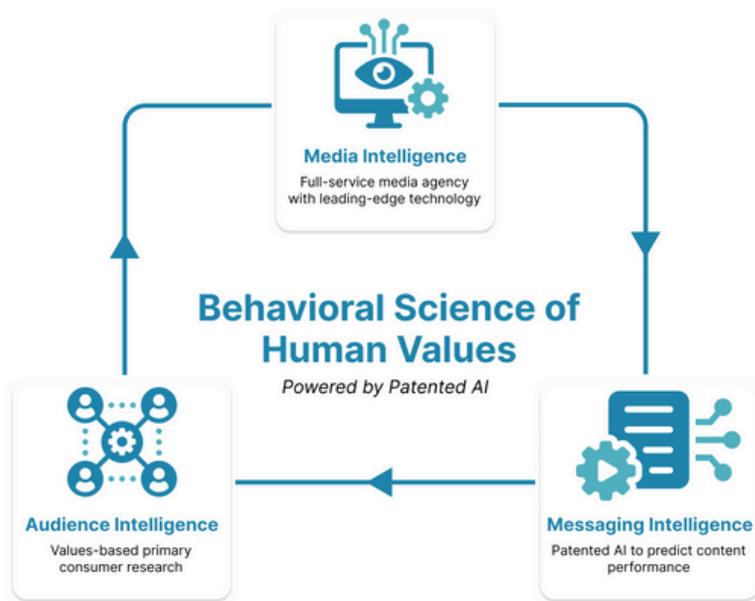
DRIVING PLASMA DONORS



» CHALLENGE

RAISING NATIONAL AWARENESS WHILE DRIVING TRAFFIC TO PLASMA DONATION CENTERS WITH STRATEGIC MEDIA

SOLUTION



Our **Media Intelligence** team designed and continuously optimized a HyprTargeted™ media strategy focused on high-volume locations to maximize visibility and impact. Leveraging our proprietary **Audience & Messaging Intelligence** tools, we aligned the client's creative with finely tuned audience segments —driving stronger resonance and improving conversion rates among in-center donors.

RESULTS

84% MORE 1st TIME DONORS

Increased new plasma donors by 84%

40% MORE DONORS

Increased total plasma donors by 40% in the first three months of campaign

34% DECREASE IN CPA

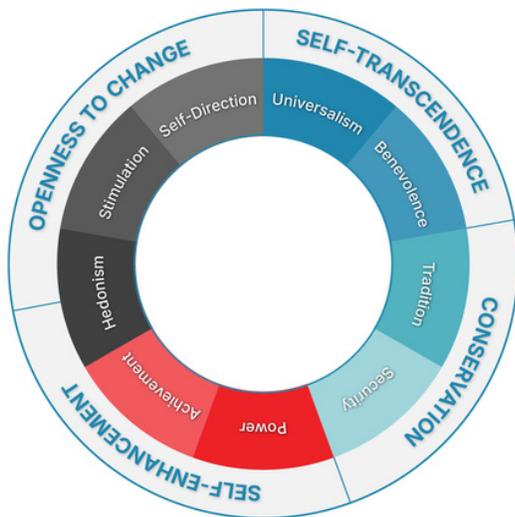
Lowered the cost per acquisition by 34%

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DRIVING PLASMA DONORS THROUGH VALUES

Driving business growth through the power of human **values**.



In behavioral science, understanding an individual's core values is essential to fostering deeper connections and meaningful engagement. At AMMHealth, our strength lies in uncovering those values and seamlessly integrating them across audience segmentation, messaging, and media strategy. The result: communication that resonates on a deeper level, inspires trust, drives action, and reaches audiences at precisely the right moment in their journey.

That's the transformative power of values.

➤ STRATEGIC APPROACH

With over 300 Plasma Donation centers across the U.S., we worked with our partner to achieve a goal of increasing their donor base by 15% and build awareness for future donors. We faced a significant awareness challenge, as people simply are not as familiar with the benefits of and process for Plasma Donation as they may be with giving blood.

➤ TACTICS & EXECUTION

- Identified market tiers to select the most impactful DMAs within their system of 300+ centers
- Applied our Audience Intelligence to client's primary research to leverage the values of potential donors - uncovering their true motivation allows creative to speak to what will drive them to donate
- Connected our findings to creative messaging and media strategy to drive donor visits while lowering cost per acquisition (CPA)

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Using the client’s primary audience personas, we developed targeted segments based on key behaviors – those who were interested in donating but needed to learn more and those who were ready to donate but needed to be motivated. For the “learn more” group, we utilized media on awareness-driving channels such as TV, OTT, and Digital Audio that drove traffic to our informational website. For the “drive motivation” group, we focused on lower funnel conversion tactics, such as programmatic display and paid search, that drove towards an email acquisition landing page.

Dynamic paid search and HyprTarget strategies also allowed us to control for the variance in compensation offers by individual center, ensuring prospects were receiving messages that aligned to the centers nearest them.

» AMMHEALTH ADVANTAGE

MEDIA INTELLIGENCE

- Business Assessment
- Strategy Development
- Media Planning & Execution
 - Digital & Traditional Channels
 - Programmatic
 - SEO, SEM
 - Influencer
 - Hyprlocal Location Targeting
- Measurement & Optimization
- Data Warehousing
- Advanced Modeling & Attributions

AUDIENCE INTELLIGENCE

Proprietary values-based consumer research connects you to the core motivations that drive loyalty & purchase decisions.

- Primary Research & Consumer Surveys
- Qualitative & Quantitative Insights
- Competitive Analysis
- Custom Market Research
- Customer Journey Mapping

MESSAGING INTELLIGENCE

Patented, AI content intelligence platform provides powerful insights on language, imagery, & video to predict how likely messaging is to connect with target audiences.

- AI Content Audits
- AI Content Analytics & Performance Benchmarking
- Enterprise Platform Access
- Competitive Messaging Analysis

LET’S TALK ABOUT THE POSSIBILITIES

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