



## *Driving Pediatric Awareness at Scale with Google Display*



### THE CHALLENGE

Full Circle Health needed to increase awareness of its pediatric services and ensure consistent visibility among families in its service area, without relying on short-term conversion tactics or high-cost media channels.



### THE TC APPROACH

Target Continuum launched an awareness-focused Google Display campaign to expand visibility for pediatric services among local families. The strategy prioritized efficient reach, relevant audience targeting, and consistent message exposure, with ongoing optimization to strengthen engagement over time.



10k clicks



1.1 million Impressions

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