

Virtua Health

Strategy

Virtua Health launched 25 rideshare cars in Burlington, Camden, and Gloucester counties in New Jersey for 3 months, sending cars to high impact areas like the Cherry Hill Mall. Carvertise, in conjunction with StreetMetrics, tracked the Virtua Health cars to study visitation rates to their website after being exposed to their Carvertise cars during a 6 week tracking period.

Results

2,639,891

CONTROL GROUP

491

PAGE VISITS

14.68%

VISITATION RATE

2,329,891

EXPOSED GROUP

799

PAGE VISITS

18.81%

VISITATION RATE

