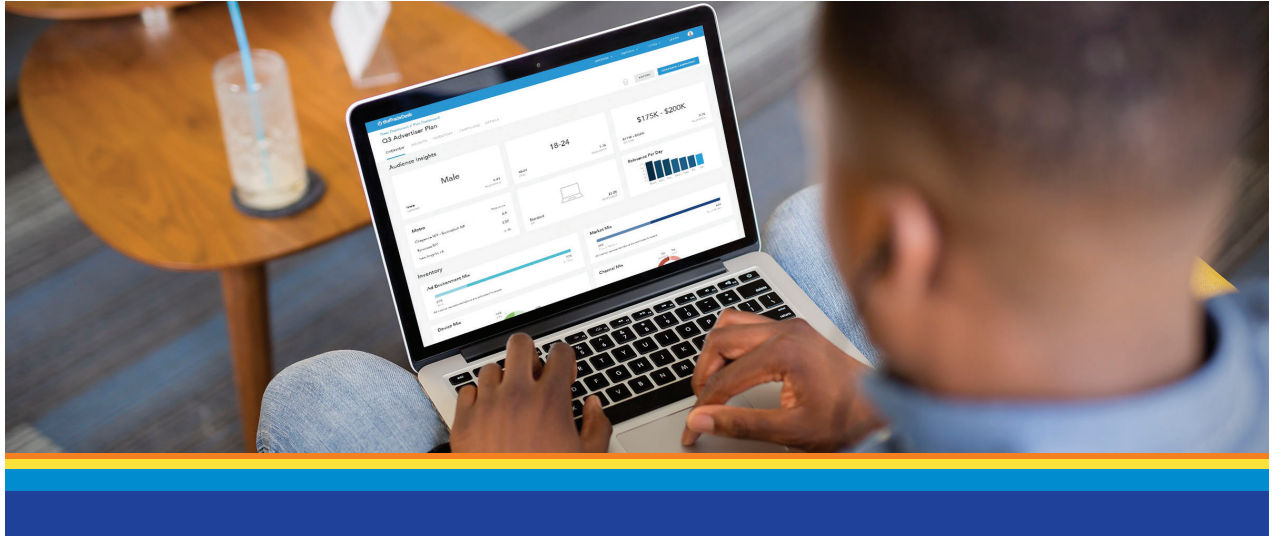


# CMI/Compas helps healthcare advertiser significantly boost performance and cost efficiency with Planner



## THE RESULTS



**43%**  
lowered  
cost per click (CPC)



**77%**  
increased  
click-through rate (CTR)

### Smarter campaign planning starts with data

CMI/Compas, a leading healthcare marketing agency, was looking for new and innovative ways to drive performance for their client. The solution? Planner — a tool by The Trade Desk that uses machine learning to analyze audience insights and develop data-driven, pre-optimized campaigns.

The agency was able to leverage Planner's ability to generate ready-to-activate campaigns that came pre-built with bid factors across multiple vectors — like site, device type, city, and day of the week — all of which helped them home in on a nuanced audience before a single ad dollar was ever spent.

### The efficacy of data-driven planning

With the help of Planner, CMI/Compas launched four campaigns over a 2-month flight. Because Planner was able to pre-optimize the campaigns, the agency felt confident from the start that they were always paying the right price for the right audience — and by the end of the flight, CPC had been reduced by 43% while CTR was increased by 77% compared to non-Planner generated campaigns.

"We plan in a data-driven way, so using Planner fits our needs. Once we input all our parameters into Planner, the tool helped surface insights about who our audience was, where they were, and how to reach them most efficiently— before the campaign started."



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