

Case study: Upgrading the doctors

 **Client:** docplanner.com

-  **Goal:** Convert free doctor's account to premium version.
-  **Challenge:** It's tough to **convince doctors to digital activity.**
-  **Solution:** Convert each doctor individually through personalized video communication.
-  **Tool:** Statistics report in form of video animation. Our technology allowed us to make every video personalized and:
 - **show doctors personalized profiles statistics** about their actual performance in portal (with number of patients looking for their free profiles)
 - **provide personalized predictions** of how many patients they might have thanks to premium account
 - **present all additional benefits** of premium account

DocPlanner.com : DocPlanner.com. It lets people find a doctor online and helps doctors get more patients. Doctors can have free account with basic features or premium account with online calendar and additional exposure which results in more PV's and booked visits.



"Capabilities of HubSpot mixed with Vintom technology allowed us to create very unique campaign. Every doctor who uses our portal got personalized video which showed the way and the benefits of using our service."

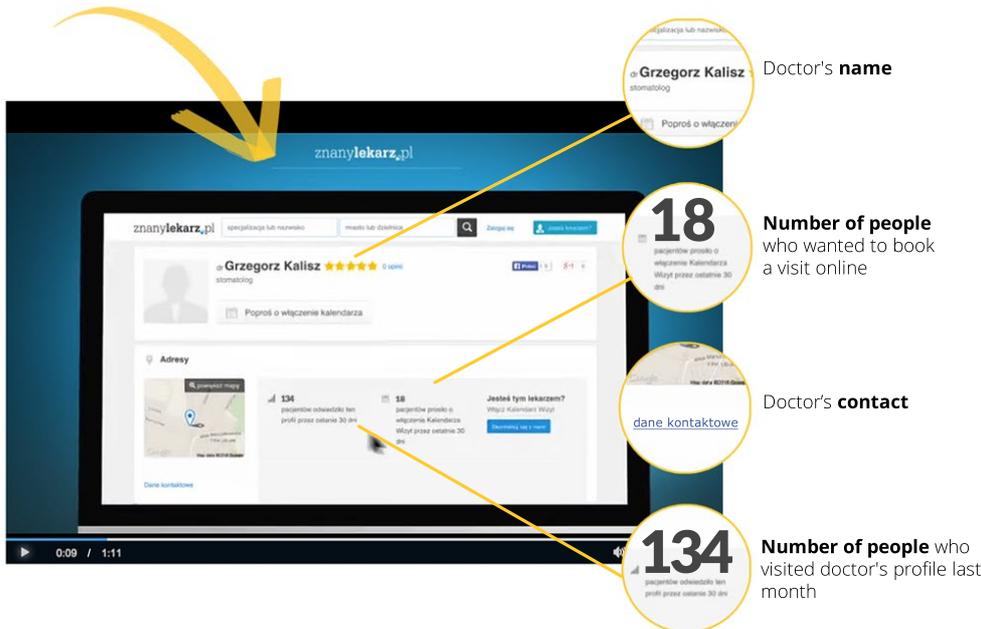


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Product Manager DocPlanner



How it worked?

We've personalized **21 features** in each video, for example:



Doctor's **name**

18 Number of people who wanted to book a visit online

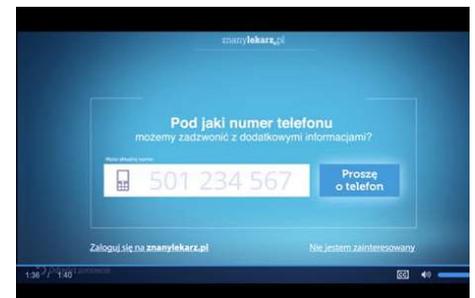
Doctor's **contact**

134 Number of people who visited doctor's profile last month



Every video ended with a clear call-to-action: we "pushed" every doctor to do something by giving him interactive option for further action. That's how we changed views into deals.

Which number can we call with further info?



Results

300%

we achieved **ROI at 300%** thanks to number of customers generated immediately after campaign.

270%

we increased **CTR by 270%** and **CTOR by 235%** compared to previous static DocPlanner's campaign.

5%

we convinced **5%** of people who clicked to see video to become a customer **in next 40 days**



We've been selected by **HubSpot.com** as **one of three best campaigns in the world** in the International Inbound Marketing Campaign Of The Year category.

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