



ADVERTISING CASE STUDY



**brainfood**

Converging business strategy, creative thinking, and new technology

## ADVERTISING SPLIT TEST

**BETTER ADVERTISING ROI WITH REAL TIME  
ANALYTICS AND MARKETING INTELLIGENCE**



**fabcom**  
integrated strategic marketing

# MEDICAL AND HEALTH SCIENCES UNIVERSITY SPLIT TEST: OPTIMIZING ADVERTISING CAMPAIGNS WITH MARKETING BUSINESS INTELLIGENCE

## Situation

FabCom, a Phoenix marketing and advertising agency, has a long-standing relationship with a prominent health sciences university. The University attended a Community Health Association conference as part of their ongoing support for the health centers. The agency was tasked with designing the community health conference marketing campaign; multichannel progressive messaging techniques were deployed. Complete with marketing business intelligence, the advertising campaign included an email (HTML) and Personalized URL (PURL), providing a unique and personalized landing page for each post-conference attendee targeted.

## Goals

Dynamic marketing campaign goals:

- Recruit students for the health sciences university's online programs.
- Position the University's educational offers as most relevant to community health employees.
- Deliver at least 10 qualified students to the admissions teams.

## Objectives

- Unite the University's partnering efforts operationally to deliver maximum marketing value and effectiveness.
- Capture the enthusiasm of conference attendees toward the University's operational efforts to increase receptivity to its respected online programs.



## Strategy and Tactics

Among the key differentiators setting integrated marketing teams apart from most advertising agencies is the ability to align and empower advertising messaging with tools and methods of many disciplines. At FabCom, our ability to leverage progressive messaging techniques and psychological triggers to promote action is powered by foundational differences to ensure results-oriented advertising.

One-to-one marketing campaigns work from within the natural references to the product that propel personal interest based on each user's (prospect's) personal perspective. When leveraging progressive messaging properly, the calls to action become a "pay off" to the advertising message. It's the prospect clicking something they want and then getting exactly what they expect. Neuromarketology™ methods create instant authenticity and inclination from the prospect that this action fits "what I want," thus influencing more action and more conversions.

The best integrated marketing agencies run split tests whenever possible to optimize advertising results. Below is a split test created when a client desired to make alterations to the proofs:

One of the differences between FabCom's and the client-requested version was in the PURL messaging call-to-action address doubling as a personalized link. The key to deciding what would create best advertising conversions is asking, "What's more motivating to the prospect? What will facilitate more conversions?" With budget in mind, FabCom's method was designed to create a 220% increase in revenue right to the bottom line.

The client's internal team wordsmithed elements to reflect its perspective more prominently, leaving a delta in the best thing to say or do for the target cohorts. This delta resulted from internal perceptions vs. outside industry expertise with a different perspective focusing on the personal, target-driven characteristics derived from the mapping of the targets' demographic, psychographic and behaviors to the product or service attributes.

When the marketing agency received the client changes, the Client Services teams instantly noticed that the personal emotion, resonance, and relevance of the campaign were diminished with the suggested edits. With that concern in mind, the client was contacted and received further explanation surrounding what was initially created and why. The agency also assured the internal academic stakeholders that the method and content originally created would work best to achieve the goal of the campaign and align with the University's budgets.

Hence, the final decision to conduct a split test, FabCom would deploy half of the originally configured campaign and the other half as the client requested version, and compare results. Content would then be adjusted for the campaigns to follow.



## Results

The agency leveraged advertising and conversion-marketing strategies empowered by its Neuromarketology methods to drive campaign results. As you can see in the following, FabCom's recommended version of the campaign produced 220% more bottom line conversion results than the altered version.

	Altered Version	FabCom Recommended Version
Sent	846	836
Opened	199 (23.5%)	210 (25.1%)
Conversions	5 (2.0%)	11 (4.3%)

Note: These analytics are based on the leg 1 split test elements only. The balance of the campaign continues to roll out and completely eclipse goals for the advertising campaign.

Altered HTML Version

FabCom HTML Version

Heed the call to advance your profession and community.

«Grip» now is the best time to earn your post graduate online degree from A.T. Still University's College of Graduate Health Studies (ATSU-COHS) and become the healthcare leader you are meant to be. Demand for healthcare professionals is anticipated to grow significantly in the next few decades, and ATSU and NaCHC have developed a reduced tuition partnership to help address this need. Offered to employees of NaCHC member organizations in good standing and NaCHC employees, the tuition discount is available for students starting an ATSU-COHS program between Aug. 1, 2015, and July 31, 2017.

There are even more reasons to apply:

- Health Management is among the fastest growing professions.
- ATSU-COHS offers a broad range of highly respected healthcare management and administration online degrees.
- A leading-edge curriculum providing current, relevant insights and real-world experiences.
- Convenient, cutting-edge online learning designed for working, high-performance professionals.

Your affiliation with NaCHC demonstrates your dedication to serving the underserved. ATSU is similarly committed to whole person healthcare, community health, and serving underserved communities. NaCHC and ATSU have partnered to strengthen the workforce of primary care providers for health centers across the nation. Join us today in making a bigger difference in the community where you work and live.

Take the first step.  
Request information about ATSU-COHS' online post-professional degrees.

[yourname.atsu-nachc.com](mailto:yourname.atsu-nachc.com) >>

Learn more: 877.489.3878 | [admissions@atsu.edu](mailto:admissions@atsu.edu) | [www.atsu.edu/PHI](http://www.atsu.edu/PHI)

Lacks personal relevance; vague reference to the tuition benefit for students

CTA lacks personal motivation with ambiguous reference to benefits students receive using corporate acronyms

Heed the call to advance your profession and community.

«Grip» when should you move forward in your career so you can become the healthcare leader you are meant to be? Now is the best time to earn your post graduate, online management degree from A.T. Still University's College of Graduate Health Studies (ATSU-COHS) because employees of NaCHC and employees of NaCHC member organizations in good standing are eligible to receive a 20 percent reduction in tuition upon admission to any program. Offered exclusively to qualified NaCHC member applicants, the tuition discount is applicable for those beginning an ATSU-COHS program from Aug. 1, 2015, to July 31, 2017.

There are even more reasons to apply to ATSU-COHS:

- Health management is among the fastest growing professions.
- The broad range of highly respected management and administrative online healthcare degrees.
- A leading-edge curriculum providing current, relevant strategies, and real-world experiences.
- Convenient, cutting-edge online learning designed for working, high-performance professionals.

Your affiliation with NaCHC demonstrates your dedication to serving the underserved and aligns with ATSU's mission committed to whole person healthcare, community health, and underserved populations. That's why NaCHC and ATSU are partners in strengthening the workforce of primary care providers for health centers across the nation. Join us in making a deeper impact!

Take the first step.  
Request information on one of ATSU-COHS' online degrees.

[yourname.reducutuition.com](mailto:yourname.reducutuition.com) >>

Learn more: 877.489.3878 | [admissions@atsu.edu](mailto:admissions@atsu.edu) | [www.atsu.edu/PHI](http://www.atsu.edu/PHI)

Directly emphasizes the benefit of tuition reduction

More direct CTA speaking to students' needs

Altered Landing Page (PURL) Version

FabCom Landing Page (PURL) Version



Opening diminishes urgency and buries personal benefit

Reduced impact of situation and personal correlation of need

Weaker language is void of the partnership's impact

Spurs action by clearly conveying urgency and benefit

Stronger references to the situation, need, and exclusivity

Directly maps broad and individual psychographics to matching behaviors

## Conclusion

Trusting the strategic marketing and advertising experts clarifies the creation process to optimize efficiency, quality, results, generate the desired outcome, and maximize advertising spend. The client's involvement is paramount when providing initial input into what is desired and needed, voicing any concerns and considerations based on their technical knowledge of the product, service or targeted cohorts, as well as providing the necessary approvals for any project. This case study outlines a classic situation that demonstrates the importance of exercising caution when making changes based on internal, operational preferences and perspectives. For an integrated marketing agency partner to perform with its signature agility, it takes an understanding of and appreciation for what needs to be considered to produce the desired results. It also takes trust in a marketing agency that understands how to accomplish win-wins without violating areas of team sanctity and dignity.

That's precisely why clients have hired FabCom for more than two decades.

[Learn more about Neuromarketology.](#)

## About the Author

Brian Fabiano is the CEO and founder of FabCom, a full-service strategic integrated marketing and advertising agency with offices in Scottsdale/Phoenix, Los Angeles, Seattle and O'ahu. He is a nationally recognized innovator, advertising and marketing industry leader, author and speaker, whose insights in dynamic **cross-channel cross-media messaging, business intelligence, strategic planning, positioning, brand mapping, and segmentation/database marketing** are sought by corporations and trade associations alike.

He is now working on his second book on the convergence of technology and marketing strategy, after the resounding success of his first book, *Neuromarketology: How to Develop, Implement and Manage Dynamic, Real-Time, Cross-Channel Marketing Campaigns that Generate Astonishing ROI*. This is the second book in the planned trilogy and will delve deeply into the connection between Neuromarketology™ and the contemporary convergence of artificial intelligence, dynamic messaging, and Distributed Customer Experiences™, driven by Blockchain technology.

### FabCom is a full-service strategic marketing, PR, and advertising firm

**Principal:** Brian Fabiano

**Employees:** 38

**Local Area Billings:** \$42.1 Million\*

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\*Amortized for media billings as calculated in the Phoenix Business Journal Book of Lists.

