



Unique pitches, web traffic skyrockets

Case story

Moving minds in healthcare for over



Unique pitches | OnlyBoth

Company overview

OnlyBoth is a web-based benchmarking engine that uses machine learning and AI to champion healthcare transparency in the hospital, long-term post acute care (LTPAC), and skilled nursing facility (SNF) verticals. They developed a new technology to benchmark data for complex and variable information.

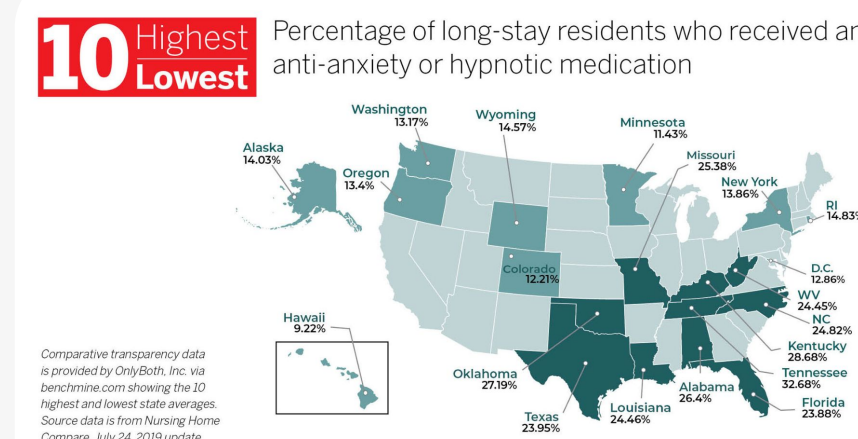
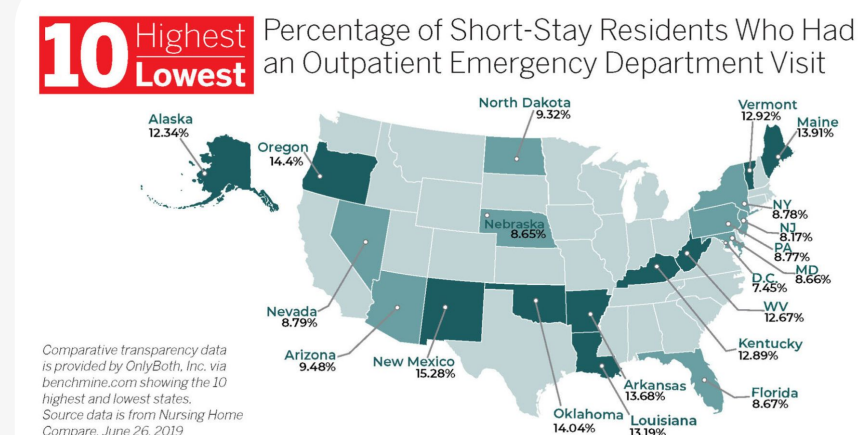
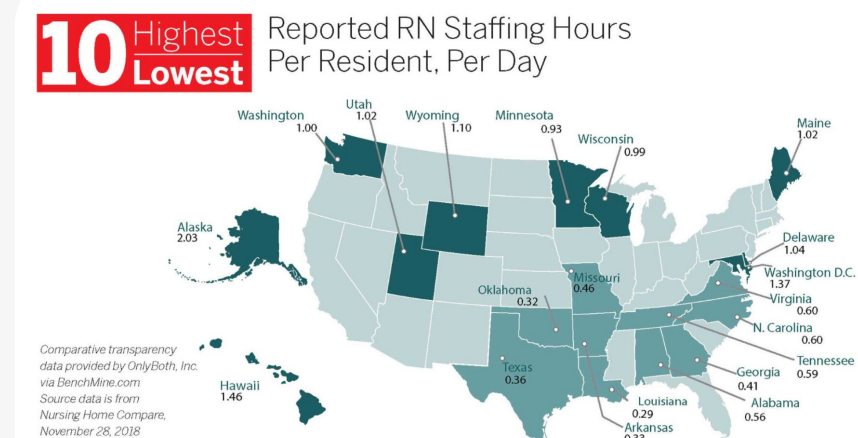
KNB developed holistic media campaign

Created a campaign that would increase awareness about this new technology and grow their user base. We leveraged targeted media, digital marketing and creatives to develop a holistic approach.

Messaging was critical in order to be relevant for both a B2B audience (facilities) and the B2C audience (care givers) who would benefit from their new technology. We created and managed a Google Ads campaign targeting key search terms and keywords, to gain significant traffic to their website with high click rates. Our team designed infographics that took complex data and illustrated them in easy-to-understand, bite-sized content. The client's value proposition instantly became clear for the target audience through this series of visuals. Those infographics were further pitched to trade media and resulted in a recurring campaign in the highly respected trade publication-McKnight's Long-Term Care News.

Results

- Press release had 529 interactions with reporters versus industry average of 10
- Monthly active users grew by 30% in under a year
- Web traffic increased by 185% with a very modest budget
- Secured Recurring placements in McKnight's LTCN
- Developed customized infographic based on highly visible quality measures





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