



STROSSLE

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WHEN YOU WANT TO PROMOTE
YOUR CONTENT ON PREMIUM SITES.”

ELLA KIRJASNIEMI

HEAD OF MARKETING, DOCRATES.

CASE STUDY:

DOCRATES

Docrates Cancer Center is a Finnish private hospital, specializing in the diagnostics, treatment and follow-up of cancer with patients from all over the world.

HOW DOCRATES GOT THOUSANDS OF NEW AMBASSADORS BY DISTRIBUTING THEIR CONTENT IN A NATIVE FORMAT

BACKGROUND

Docrates Cancer Center, based in Helsinki, Finland, is a leading international treatment facility specialising in the diagnostics, treatment and follow-up of cancer. The hospital opened its doors in 2007, and in 2009, a brand-new hospital was built in Jätkäsaari, Helsinki, designed to meet the requirements of world-class care. Located in the immediate vicinity of the city centre, it provides comprehensive service for cancer patients.



“WE HAD GREAT CONTENT, AND WITH STROSSLE, WE FOUND THOUSANDS OF INTERESTED READERS FOR IT.”

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CHALLENGE & SOLUTION

Docrates wanted to increase the awareness and knowledge about the hospital and its treatments by attracting new visitors to the site. Docrates felt they had great content to share from both patients and experts, but struggled with how to find and attract the right readers. They needed a way to distribute their content to the people who needed it most. Traditional banners had little effect because of the low click-through rate of the format and the limitations of doing more than pure branding campaigns through banners. Docrates was looking for a partner that could distribute their content and bring new visitors to its site in a measurable way.

RESULTS

600%

HIGHER CLICK-THROUGH RATE
THAN DISPLAY BENCHMARKS

87%

NEW VISITORS

20 422

NEW VISITORS

WHAT DID WE DO?

Strossle executed two country-wide campaigns together with Docrates. One in Finland and one in Sweden. The native ads were built with Docrates content and continuously optimised during the campaign period. The click-through rate were, on average, 600% higher than the benchmark click-through rate for banner ads, and Docrates got 20,422 new visitors—87% of which were new to Docrates. This allowed Docrates to reach a wider audience and to maximise the impact of their content.

– Strossle is an excellent choice when you want to promote your content on premium sites, says Ella Kirjasniemi, Head of Marketing at Docrates.