



**HIS HEART'S WITH HER.**  
He gets screened so he doesn't miss a beat.

## CASE STUDY:

# BROWARD HEALTH

## MULTI-CHANNEL, HYPER-TARGETED CARDIAC CARE CAMPAIGN



Broward Health, one of South Florida's largest public health systems, partnered with evok to address a critical community need—heart health awareness and early prevention. With cardiovascular disease remaining a leading cause of death across the region, the system sought a strategic partner to help educate residents, connect them to local screenings, and highlight Broward Health's advanced cardiac services.

Our team developed a fully integrated, data-informed campaign designed to engage residents across multiple touchpoints—from digital and programmatic media to social and search. The goal was simple but vital: empower individuals to take control of their cardiac wellness while positioning Broward Health as the trusted, accessible leader in heart care across Broward County.

By creating a dedicated heart health landing page, deploying hyper-targeted messaging, and amplifying reach through cross-channel activation, evok delivered measurable engagement that translated awareness into action—driving traffic, appointments, and screening participation throughout the system's five hospitals and physician network.



**INDUSTRY**  
HEALTHCARE



**AUDIENCE**  
HEALTH-CONSCIOUS INDIVIDUALS  
EXISTING AND PROSPECTIVE  
PATIENTS  
COMMUNITY MEMBERS



**CATEGORY/TACTICS**  
DIGITAL AND TRADITIONAL MEDIA  
PROGRAMMATIC BANNERS  
GOOGLE DISPLAY AND SEARCH ADS  
SOCIAL MEDIA  
DEDICATED LANDING PAGE  
PRINT ADVERTISING  
PERFORMANCE MONITORING AND  
OPTIMIZATION



Landing Page



## IDEAS.

Broward Health, a major healthcare provider in Broward County, Florida, sought to address the high incidence of cardiovascular disease among local residents. The organization partnered with evok to develop a strategic marketing campaign that would encourage patients to be proactive in maintaining heart health and raise awareness of Broward Health's comprehensive cardiac services.

Our strategy focused on creating an integrated, multi-channel campaign that would educate the target audience about the importance of heart health and drive patient engagement with Broward Health's cardiac care offerings. By leveraging a combination of digital marketing tactics, we aimed to reach individuals seeking health services within the system's five hospitals and physician practices.

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Programmatic Banner Ad



## WORK.

To bring awareness to Broward Health's cardiac services, we implemented an integrated campaign, including programmatic banners, rich media, web, social media and Google display and search ads.

We developed a heart health landing page to advise and educate current and prospective patients. This allows users to seamlessly search for a doctor based on name, specialty and hospital, or browse heart health screening events and assessments nearby to attend and get screened.

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Cardiology Programmatic Banner Ad



Mobile App

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**HIS HEART'S IN THE WAVES.**  
He gets screened so he doesn't miss a beat.

Find a free heart screening near you. [BrowardBeats.com](http://BrowardBeats.com)

 **BROWARD HEALTH**



**HIS HEART'S IN MUSIC.**  
He gets screened so he doesn't miss a beat.

Find a free heart screening near you. [BrowardBeats.com](http://BrowardBeats.com)

 **BROWARD HEALTH**

Print Ads

CASE STUDY: BROWARD HEALTH



**HIS HEART'S WITH HER.**  
He gets screened so he doesn't miss a beat.

Find a free heart screening near you. [BrowardBeats.com](http://BrowardBeats.com)



**BROWARD HEALTH**



**SU CORAZÓN ESTA CON ELLA.**  
No pierdas el ritmo de tu vida. Hazte un examen cardíaco.

Obtén un examen cardíaco gratis cerca de ti. [BrowardBeats.com](http://BrowardBeats.com)



**BROWARD HEALTH**

Print Ads



## RESULTS.

288

click-throughs from  
landing page to events

199

click-throughs from landing  
page to home page

215

click-throughs from landing  
page to find doctor

42,028

page views on landing page

35.3K

participants

## KEY TAKEAWAYS

- Integrating digital and traditional media created a seamless user journey from awareness to action.
- Hyper-targeted messaging and geolocation data ensured the right audiences received relevant, localized health information.
- A dedicated landing page served as the campaign's conversion hub, connecting education with clear next steps like screenings and physician searches.
- Continuous performance monitoring and optimization maximized efficiency and engagement across all media channels.
- Aligning creative execution with real patient behavior transformed public health messaging into measurable participation and outcomes.