

CTV

Case Study

Integrative Solutions Center -
mental health private practice

The Situation

Integrative Solutions Center, a mental health boutique private practice could no longer continue seeing clients in-person at the office and made the transition to having sessions with their clients 100% online. However, not all of the clients felt that continuing their sessions online moving forward was the right solution for them. Consequently, ISC suffered a loss in clients. The opportunity to obtain new clients across the state of Texas would expand the business while also increasing revenue. But, ISC had a low budget and did not know how to market to potential clients.

The Solution

Use JAG's CTV advertising services to create and advertise a TV commercial. Integrative Solutions Center communicated their messaging and services in an impactful way and delivered the TV ad to their target customer base on TVs across the whole state of Texas. What made the TV ad successful was the extremely low cost and hyper-focus targeting JAG was able to offer.

Campaign Summary

Total TV ad views: 16,284

Top major TV networks featured on: Fox News, CNN, TLC, Discovery Channel, HGTV, & Travel Channel

The Results



+50%
in new clients



+62%
inbound calls



+223%
website traffic

