

Improve your digital marketing lead and conversion performance

Use Carrot Health MarketView® Growth platform to enhance your digital targeting strategies.



Healthcare marketing teams can improve digital marketing lead and conversion performance using **Carrot Health MarketView Growth**. You can improve campaign ROI and decrease cost per acquisition by targeting the best-fit consumers with the right channel and messaging.

Using models, personas, and individual consumer attributes, you can customize profiles and target audiences. Users can also export and utilize consumer lists to target across multiple channels, including digital, email and social media.

Utilize one of the largest datasets in the health industry:



Improve and optimize digital campaigns by:



Creating digital targeting profiles within social media platforms, such as LinkedIn, Facebook and Instagram.



Targeting by IP address using consumer contact information (e.g., name, address, email, phone).



Personalizing messages, digital content and journeys based on individual personas.



Informing digital ad building and retargeting strategies, media buys and media consumption preferences.



Executing targeted emails to consumers.



Geotargeting consumers based on their proximity to provider, seminar or agent locations.

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