




CASE STUDY

 **67K+**
Site Visit

 **24M+**
Impressions

 **12MIN+**
Time Spend

VISIT FLORIDA DISCOVER FLORIDA HEALTH

COMPANY:

Visit Florida, the state's official medical tourism destination. The company ensures a positive medical experience, through world-renowned healthcare professionals and Florida's tranquil environment.

CHALLENGE:

Visit Florida was faced with the challenge of creating brand awareness nationally to those that should travel to Florida for medical reasons.

RESULTS:

Ai Media Group provided Visit Florida with a campaign that analyzed user's pathway through the site, and optimized to drive engaged users to consume website content. The program exceeded site visit objectives by over 120%, and surpassed impression goals by 300%. Ai Media Group was also able to increase user engagement, with the average user spending about 12 minutes absorbing site content.

Ai Media Group was able to provide Visit Florida with a program that increased site traffic and brand awareness.