

Brand Awareness Drives Strong Video Complete Rates and In-Store Visits for Chiropractic Franchise

Orange 142 helps a chiropractic franchise reach new patients and drive visits through a smart CTV campaign.

About: Setting a Growth KPI

An agency with a large chiropractic franchise approached Orange 142 for help with the connected TV (CTV) component of the plan. The agency was keen to provide its client with a campaign that could both hold attention and drive new patient visits. To do that, they needed a partner capable of delivering a 95%+ view-through rate (VTR), the percentage of viewers who watch a video ad to completion.

In other words, the franchise didn't just want their ads served. They wanted them seen.

This goal was set against a highly competitive backdrop. Chiropractic care is a growing category, with tens of millions of Americans seeking treatment each year, but that demand is spread across tens of thousands of providers.

For franchises, the pressure is even greater. New locations continue to open, large chains are scaling rapidly with low-cost models, and patients often have multiple options within a short drive. In this environment, visibility alone is not enough.



To grow, franchises need campaigns that capture attention, communicate value quickly, and drive action. The client opted to work with Orange 142 due to our considerable experience working with healthcare marketers.

How Orange 142 Delivered Results

96.82%

Video Completion Rate

1,312

In-Store Visits

95% lift

VCR Goal Exceeded

To learn more please visit orange142.com

The Challenge: Stand Out in a Crowded Market

Connected TV is often positioned as a high-impact awareness channel, but it is increasingly being used as a measurable performance channel. While completion rates are typically strong, real success depends on how well campaigns translate that attention into outcomes such as appointments.

To succeed in its goals, this franchise needed to:

- » Deliver a consistently high completion rate across premium video inventory
- » Ensure that engagement translated into real-world patient visits
- » Optimize quickly based on performance, not assumptions

It wasn't enough to hit a strong VTR, something CTV already does well. The campaign needed to prove that those completed views were driving incremental visits in each market, and to shift budget toward the audiences, publishers, and timing that were actually influencing patient behavior.

This required a campaign that could adapt in real time and prioritize what was actually working.

The Solution: Smart Planning & Continued Optimization

Orange 142 designed a CTV campaign to maximize both video completion and real-world visitation, using a combination of precise audience targeting, premium inventory, and continuous optimization.

Audience Strategy

- » The campaign began with a solid audience strategy that focused on reaching people most likely to engage with and act on the message:
- » Behavioral targeting based on health interests, such as back pain, massage, and chiropractic care
- » CRM-based lookalike modeling to mirror existing high-value patients
- » Retargeting users who had visited the site but had not yet converted



By aligning messaging with known needs and behaviors, the campaign increased the likelihood that viewers would watch through the full ad and take action afterward.

Premium CTV Inventory

To support high view-through rates, Orange 142 prioritized high-quality, brand-safe environments:

- » Curated supply across major networks including ABC, NBC, Paramount, Disney, and Fox
- » Private marketplace (PMP) deals with HGTV, iFood.TV, and AMC

This careful media acquisition strategy ensured that ads appeared in trusted, high-attention environments, where viewers are more likely to complete content and engage with messaging.

Performance Optimization Focused on Real Outcomes

The campaign was actively optimized based on real performance signals, not static assumptions:

- » Weekly data analysis beginning one week after launch
- » Budget shifted toward audiences, publishers, and tactics driving the strongest results
- » Increased investment in remarketing as the audience pool scaled
- » Day-of-week optimization, with higher spend on top-performing days such as Sunday
- » Dayparting to prioritize high-value viewing times

This continuous optimization loop ensured that spend was concentrated on what was actually driving clinic visits, not just impressions or completions.

To learn more please visit orange142.com

The Results: Driving Measurable Patient Growth

The campaign delivered strong performance across both engagement and real-world outcomes:

- » 96.82% video completion rate (VCR), exceeding the 95% benchmark
- » 1,312 in-store visits attributed to campaign exposure
- » Efficient cost per completed view (CPCV), ensuring high-quality engagement at scale
- » Measured lift in clinic visits across key DMAs, demonstrating that completed views translated into incremental patient traffic

The results confirmed that connected TV can drive more than awareness. With the right audience strategy, inventory, and optimization approach, it can deliver measurable business outcomes at the local level.



“Healthcare marketing today is about more than visibility. It’s about reaching the right patients, earning their attention, and guiding them to take action. Orange 142 helps healthcare brands do exactly that, using data-driven strategies that connect media exposure to real patient outcomes.”



Calvin Scharffs
VP of Marketing
Orange 142

About Orange 142

Orange 142 is a nationwide full-service digital agency offering marketing services, media solutions and web development for agencies and brands. Our Media Solutions teams can execute ads across any channel, including desktop, video, CTV, digital radio and social media.

We optimize daily, and provide you with a real-time dashboard so you can update your clients according to your schedule. And we'll provide you with a campaign wrap-up report detailing results and insights gleaned for you to share with your client. Learn more about how we support our agency partners.

To learn more please visit orange142.com