

# 4.1M+ Video Completions: How Wheelhouse DMG Drove Awareness with Niche Audiences

## THE CHALLENGE

Wheelhouse DMG was engaged by an industry-leading healthcare tech client to promote a specialized medical device to a highly specific, U.S. healthcare audience of:

- Emergency medicine physicians
- Medical doctors
- Physicians and doctors' offices
- Hospitals and medical offices

*While continuously optimizing performance with a tight bandwidth.*

This January–November 2025 campaign ran with the goals of driving:

- Awareness with video
- Website traffic with display

## THE RESULTS

**9,500+**

Total site visits

**33%**

Increase in total ad clicks year-over-year

**4.1M+**

Total video completions

**54%**

Increase in display impressions year-over-year

## THE SOLUTION

### Historic Audit & Recommendations

Before launch, Basis' Programmatic Strategy team audited Wheelhouse DMG's 2024 campaign to ensure the 2025 campaign could scale with privacy-friendly standards and provided resources to support pitching new tactics throughout the year.

### Smarter, Automated Optimization

With SmartBid, Wheelhouse DMG consistently delivered performance improvements month-over-month despite limited staffing bandwidth.

### Advanced Targeting for Niche Audiences

Wheelhouse DMG leveraged Basis to use IQVIA custom segments, first-party and third-party datasets, cross-device targeting, and retargeting strategies to maximize reach to their target audience.

### Measurable Impact of Efforts

Wheelhouse DMG was able to accurately track and measure their KPIs throughout the life of this campaign, with strong increases across their programmatic efforts.

## ABOUT THE CLIENT

Wheelhouse DMG is a performance marketing agency built for highly regulated industries, with deep expertise in medical device and healthcare.

They help marketing leaders drive exceptional business outcomes in the most compliance-heavy environments, by developing advertising programs and digital strategies that perform, backed by the measurement systems to prove it.

### Industry:

Health & Pharma  
Marketing & Advertising

### Location(s):

USA

### Company Size:

1 - 50 employees

### Key Goals:

Brand Awareness &  
Website Traffic