

# Clínica Baviera increases conversion rate by 24% thanks to Viewed

## THE CUSTOMER: Clínica Baviera

With a network of over 70 dedicated eye clinics throughout Spain, Germany, Austria and Italy, Clínica Baviera is the first ophthalmological clinic in Spain and Europe specialised in the diagnosis and treatment of ocular problems and pathologies.

Recognised as a leader in the field at national and European level, the firm has located most of its clinics strategically in major cities to provide maximum quality and comfort to their patients with prices adjusted to the market.

Their clinics are staffed by ophthalmologists who cover all sub-specialities and aspects of ophthalmic care, allowing for fast diagnosis and a streamlined treatment experience.

## THE CHALLENGE: Performance campaign

The main objective of Clínica Baviera for their first campaign using Viewed was on the one hand to verify the effectiveness of video email compared to standard email marketing campaigns with image.



“We launched an A/B test to test Viewed’s technology and were so impressed with the results. We have decided to continue using video in email”

On the other hand the company also wanted to obtain new leads and better conversion, understanding as conversion the acquisition of new appointments for medical consultation in the clinic.

The challenge in this case was to acquire new leads and conversions from a database rented to an external agency, which was not segmented by the profile needed for the brand, which is people with vision problems.

On the other hand there was the intrinsic challenge identified by Clínica Baviera which consisted on eliminating the fear barrier that their target audience has towards this type of service.

## THE SOLUTION:

### Video email campaign with autoplay to rented database

In March 2016 clinic Bavaria tests Viewed's technology, for this test the brand rented out a database of 600,000 users to an outside agency, which data was not their target audience.

The A/B test was about a fixed image that invites you to apply for a medical appointment with no commitment, in front of a video email with the same message. Both campaigns were sent under the same specifications. The video email campaign outperformed the one sent with image on opening rate, CTR, conversion and average duration of user viewing the email.

The test results were indisputable, the video email campaign obtained a 38% increase on the volume of visits to the landing page in which the appointment was requested. The landing page obtained 24% more conversion with video email, compared to the image.. The secondary goal of the campaign was the request of information from their potential target audience, on this objective the video got a 6% more requests than the standard email with image.

In relation to the viewing of email, the user stayed 40 seconds longer viewing the video email, being the time average of the user viewing 1 minute 12 seconds.

Much more than an email: video in email using Viewed's technology contributes to Clínica Baviera the power

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of the video mixed with the advantages of the email marketing. In the healthcare sector the priority is the confidence, if you don't have the user's confidence they will never attend to the clinic.

Information and emotions generated by an image are not comparable to those generated by the video, the video generates confidence in users in a short period of time. We have to add to these video advantages that the user is looking at an email, a channel with no saturation of videos, and which is playing automatically capturing the user's attention from the first second.

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## 360° Campaigns

After the success of their first campaign, Clínica Bavaria has incorporated the video email into other marketing areas, as transactional emails.

They have requested to Viewed a 360° campaigns including recording, video editing, HTMLs design and the setup of video email campaigns.

The 360° campaign will be transactional video emails that Clínica Baviera will be sent to each of the users of its platform seeking information.

## MEANING OF VIEWED FOR OUR CUSTOMER: Rapidity, Reliability and Excellent Service

Viewed customer service is excellent, quick and effective. The platform is intuitive and easy to use, we prefer to contract out the layout of the video emails because the HTML design team works really well and is fairly economical.

Another fundamental part for us is the capacity to use Viewed regardless of the ESP with which we work, since Viewed is compatible with most ESPs on the market.

Viewed also track the video impressions of our campaigns and generate valuable statistics related to the video in email.


**CLINICA BAVIERA**

CORRECCIÓN DE LA VISTA CANSADA

clinicabaviera.com

LA VISTA CANSADA  
TIENE SOLUCIÓN



¿Qué pruebas me van a realizar en la primera consulta?



**Paso 1:**  
Medición de la agudeza visual y graduación de la vista.



**Paso 2:**  
Estudio del segmento anterior del ojo.



**Paso 3:**  
Estudio del segmento posterior del ojo.



**Paso 4:**  
El médico indica el tratamiento adecuado a cada paciente.

Financiación hasta 18 meses sin intereses: Sujeto a aprobación por parte de las entidades financieras que tienen acuerdo con CLÍNICA BAVIERA. Gastos de Formalización 2,75%. Para consultar las entidades colaboradoras escriba a [informacion@clinicabaviera.com](mailto:informacion@clinicabaviera.com) RS CS2046