



WellNow Urgent Care provides walk-in treatment for illnesses and injuries, rapid testing, and other health needs.

Challenge

WellNow Urgent Care aimed to understand the **incremental impact of marketing investments** across digital and television, but struggled to answer due to the demand capture nature of the urgent care business: high walk-in rates, limited tracking, multiple geo-market business environments, and restricted targeting practices under HIPAA constraints.

In response to these challenges, they sought a partner who could help determine marketing's impact on driving clinic visits, define measurement to optimize marketing allocations, and provide analysis of their measurement for incremental customers.

Solution



Bonsai's Data Science team delivered **Incrementality Modeling** to WellNow's Marketing team, providing a monthly readout on incremental impact & optimization opportunities for their campaigns using incremental clinic visits across every location in their footprint.



Bonsai's **Incrementality Modeling** serves as a great MMM alternative as it provides ongoing and regular views into incremental performance, so teams aren't waiting for delayed lookback analysis.

"Marketing Analytics Cloud: Bonsai has helped us build a GCP instance where we are pulling in de-identified first-party data and all marketing data including media (digital and traditional), web analytics (via BigQuery export from WN and PIC GA4 properties), CRM (email SMS), etc. For most reporting and data access, it is my preference to go through this environment. It contains all the raw unsampled data that we can manipulate at our leisure. We need to ensure everything is classified/categorized properly before it is integrated there but - that needs to be our source of truth."

- Keary Phillips, Head of Marketing

Results

Bonsai and WellNow have maintained a successful ongoing partnership for over a year. Wellnow utilizes Bonsai's **geo-specific incrementality measurement** to allocate investments most effectively across television, social, and demand-capture digital channels like paid search.

In addition, because WellNow has already unified their marketing, website, and business data on Bonsai's **Unified Customer Measurement**, they can quickly launch marketing tests, like a paid search heavy up, and see lift results with **live data and dashboards** in just a few days - rather than waiting for results post-test.