

**Success Stories**

**Medjet Assist**

*Digital Marketing for Affluent Travelers*

MedjetAssist is a membership program, targeting affluent travelers, that arranges air medical transport to the member's hospital of choice within their home country. The member pays an annual fee. Medjet has worked with Godwin Digital since 2008 to acquire new members and renewals.



**ACTION PLAN**

Use digital tools to drive enrollments:

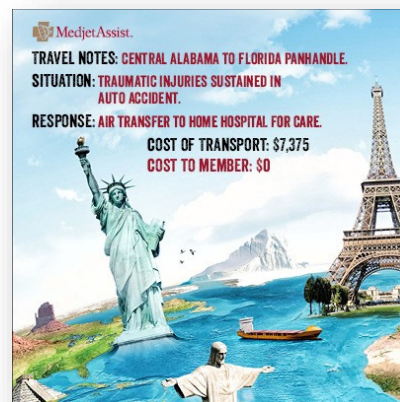
- Search engine optimization
- Paid search
- Targeted programmatic display
- Pre-roll video advertising
- Social media
- Shopping cart recovery



Pre-roll Video Advertising



Programmatic Display Banners



Social Media Content Development

MedjetAssist.com - Planning a Trip Abroad?  
[www.medjetassist.com/Horizon](http://www.medjetassist.com/Horizon)  
 MedjetAssist® is for All Your Safe Traveling Needs. Enroll Today!  
 Be a Member Today · Call Us From Anywhere · Affordable Rates

<p><b>Single Trip Membership</b>                  Travel Protection 24/7 Even For Short-Term Programs! Find Out More...</p>	<p><b>Renewal</b>                  Is it Time to Renew Your Membership? Have Another Year of Safe Travels</p>
<p><b>Annual Membership</b>                  Get Medical Travel Assistance for 90 Consecutive Days per Trip!</p>	<p><b>Corporate Membership</b>                  Corporate/Business Rates that Accommodate as Few as 3 Memberships</p>

Paid Search