



Initial Campaign Data Led To 1.3 Million In Seed Funding After Successfully Accumulating Proof Of Concept Data.

Heads Up Health is a connected health platform that allows consumers, doctors, and health professionals to collect, organize, and analyze health metrics from over a dozen sources. With more integrations than any other health platform, Heads Up Health helps people take control of their health.

In the earlier stages of their business, Heads Up Health came to Birch River Design Group looking to increase their user signups as a means to (1) prove their viability and (2) secure additional funding.

In November of 2020, Heads Up Health announced a seed funding round of 1.3 million dollars after successfully accumulating valuable proof of concept data. Birch River was able to drive thousands of new signups to their app via audience building, social media advertising, content marketing, and attribution setup.

https://www.crunchbase.com/funding_round/heads-up-health-seed--352dcb97



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Our Wins

~5,500

Saas/App Sign Ups

\$1.3 Million

Funding Secured

Key Actions

Audience Building
Landing Page Optimizations
Attribution Consulting
App Install Campaigns
Content Marketing
Omni-channel Approach
And More

