

Healthcare client records 10x return on investment from three-month campaign



INDUSTRY
Health

PRODUCT
Department Appointments

ADVERTISING SOLUTION
Display & Paid Search

CAMPAIGN LENGTH
Three Months

Objective

The client sought to run highly targeted campaigns to gain awareness and increase new patients for four of their departments.

Challenge

The ability to leverage high-end targeting strategies in addition to a custom conversation-based tracking method to measure growth for all main focuses was critical for this client.

Solution

We recommended targeted display and paid search to run four unique campaigns, each with individual targeting and messaging. Some of the major focuses were reaching new movers for the client's physicians departments, bringing in more elective surgeries, and growing the number of businesses they worked with on the occupational medicine side.

Results

The three-month campaign drove over 6,400 clicks between display and paid search and tracked over 3,000 conversions as indicated in our reporting. During this campaign period, the client was able to attribute ten new multi-state business as occupational medicine partners to the campaign. They also successfully scheduled three major surgeries valued at \$120,000. To date, the client has spent \$15,000 on this department's advertising, which shows a 10x return-on investment (ROI) for these surgeries. Additionally, over 250 appointments for a doctor's visit were scheduled directly from our campaign with the client.

Key Findings

By working closely with the client's team, we have been able to create very targeted and successful campaigns focused on conversions. With these successes, they are looking to move more of their digital campaigns over to us and we are currently working on onboarding their Urgent Care and Cardiology campaigns.