



RESPONSE  
CTR

# Case Study

## Healthcare (90 Day Performance)

- Conversions
- Phone Calls
- Clicks

**Client:** Regional Healthcare

### Setting The Scene:

Business was secured from another vendor due to underperforming KPI's. Worked closely with marketing team to ensure all strategies were aligned with performance expectations.

### Strategies

#### Search

13 Ad Groups

3 Campaigns

Targeting each one of their defined products and services

#### Display

Targeted Display

Keyword targeted display with retargeting pixel.

#### Social

Facebook Ad Campaign

Conversion driven creative with strategic delivery.



Based in  
Mobile, AL



Client wanted to see lift on all their practices for the clinic.

# 13

## Targets

Client chose 13 key areas of business to focus their digital advertising efforts plus opening a new location.

### SEM Performance Overview

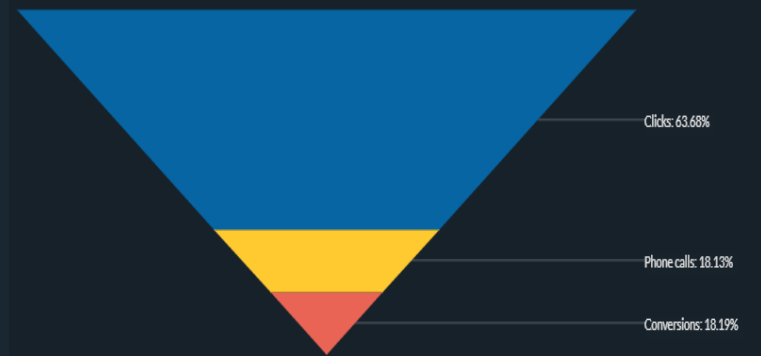


### Campaign Overview

Campaign was built to support Mid-funnel and lower funnel conversions.

The client's main objective was to generate leads from calls from each ad property. Using our proprietary campaign structure, we delivered 5x over the client's original goal of the campaign. Each ad platform was customized to perform their desired outcome.

### Call Performance-Search

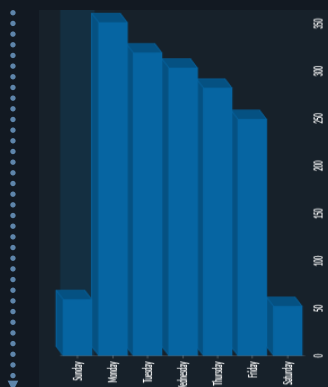


### KPI's

Calls from Ads  
Appointment Booking  
Phone Call From Site



### Conversion by Day



### Conversion Actions

Calls from ads	759.00
Phone Call From Site	333.00
Contact Us Page View	187.00
Book Appointment	340.00



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Healthcare Client

- Conversions
- Clicks
- Impressions

## Facebook Ad Summary

\$0.61

Client CPC

950K

Impressions

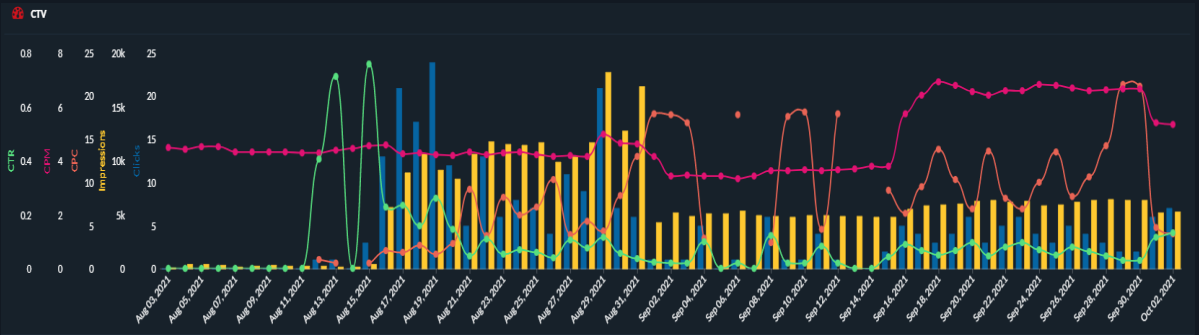
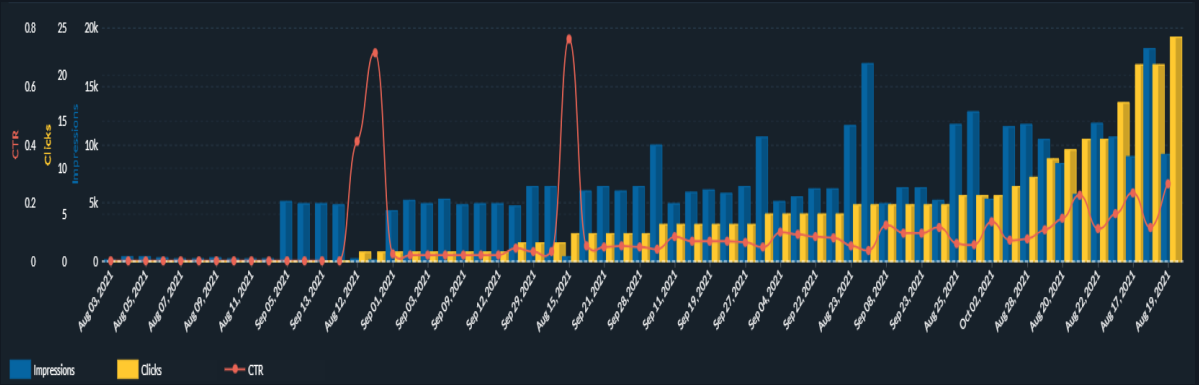
18K

Clicks

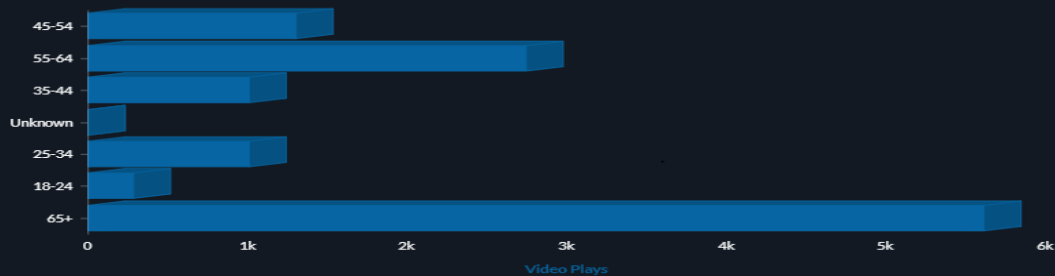
1.96%

CTR

## Programmatic Overview



## Facebook Ads Performance



## KPI's

### Calls from Ads

