

Case Study | Health Care Services

"Leading best-in-class marketing platform, Ads Advantage: Search, enables company to successfully stell and manage search and display campaigns, by increasing Clicks by 60%!"



60%

increase in Clicks



48%

increase in Impressions

Executive Overview

The home health service wanted to target seniors in and around Pennsylvania and New Jersey as the service had providers licensed to operate in both those areas.

Knowing that even seniors are tech savvy nowadays, online advertising became a top priority for the business.

Challenges

Today online marketing has become an essential part of the healthcare industry's marketing strategy and as such all business must adopt.

The health care service in question had been relying on traditional marketing methods to reach its audience for quite some time now and was finding the transition to online a bit challenging.

They healthcare providers wanted to attract new patients and increase appointments by expanding their reach and elevating their digital advertising performance, all while keeping their costs low. They needed a solution that had the capacity to manage their ad campaigns at scale, and thereby increase their ROI.

Our Solution

OMG's Ads Advantage: Search platform enabled the company to increase its online presence through paid search ads and decrease its management costs by delivering precise budget pacing, automating frequency management and providing data reporting support.

In 2016, the business received a total of 882 Clicks and 69,233 impressions with an average CPC of \$5.49 and 1.27% CTR.

One year later in 2017, after the campaign was set up with tightly themed Ad Groups and optimized with highly customized Ads in Ads Advantage: Search, the business increased its clicks to 1,639, impressions to 113,042 and CTR to 1.45% all while reducing CPC to \$4.25—a 25% change!

25% Decrease in CPC

