

PRIMARY CARE

case studies

Client - Large Hospital System, Midwest

1

- **Running:** 6 months
- **Budget:** \$4,000/month
- **Traffic:** 3,868 clicks on over 288,000 impressions (1.34% CTR)
- **CPA:** \$74.53 average cost per acquisition (CPA)
- **Conversions:** 255 qualified phone calls, 67 online form registrations
- **Conversion Rate:** 7% on calls, 2% on forms

Client - Large Hospital System, East Coast

2

- **Running:** 9 months
- **Budget:** \$8,000/month
- **Traffic:** 12,746 clicks on over 550,000 impressions (2.28% CTR)
- **CPA:** \$23.12 average cost per acquisition (CPA)
- **Conversions:** 321 qualified phone calls, 2,956 online form registrations
- **Conversion Rate:** 3% on calls, 23% on forms

Client - Large Hospital System, West Coast

3

- **Running:** 12 months
- **Budget:** \$2,000/month
- **Traffic:** 15,963 clicks on over 450,000 impressions (3.54% CTR)
- **CPA:** \$6.26 average cost per acquisition (CPA)
- **Conversions:** 3,528 qualified phone calls, 307 form registrations
- **Conversion Rate:** 22% on calls, 2% on forms

Client - Medium Hospital System, Midwest

4

- **Running:** 12 months
- **Budget:** \$9,000/month
- **Traffic:** 19,159 clicks on over 1M impressions (2.05% CTR)
- **CPA:** \$23.98 average cost per acquisition (CPA)
- **Conversions:** 4,653 qualified phone calls, 49 form registrations
- **Conversion Rate:** 25% on calls

