

Search Engine Marketing (SEM)

Eruptr case studies

Urgent Care

Client - Hospital System, West Coast

1

- **Running:** 6 months, Search campaign
- **Budget:** \$1,000/month (avg)
- **Traffic:** 14,700 clicks on over 218,000 impressions (7.5% CTR)
- **CPA:** \$14.91 average cost per acquisition (CPA)
- **Conversions:** 883 qualified phone calls, 3,684 online appointments (Clockwise)
- **Conversion Rate:** 6% on calls, 25% on appointments

Primary Care

Client - Hospital System, West Coast

2

- **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

Orthopedic HRA

Client - Hospital System, Midwest

3

- **Running:** 11 months, HRA Search campaign
- **Budget:** \$1,000/month
- **Traffic:** 2,471 clicks on over 83,000 impressions (2.96% CTR)
- **CPA:** \$95.34 average cost per acquisition (CPA)
- **Conversions:** 73 HRA completions
- **Conversion Rate:** 2.95% on HRA completions

Bariatrics

Client - Hospital System, Midwest

4

- **Running:** 11 months, Search HRA campaign
- **Budget:** \$2,000/month
- **Traffic:** 5,649 clicks on over 213,000 impressions (2.65% CTR)
- **CPA:** \$60.62 average cost per acquisition (CPA)
- **Conversions:** 289 HRA completions
- **Conversion Rate:** 5% HRA completion rate

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