Leads Skyrocket With Focused Strategy

PRIVATE HEADACHE CENTER DEDICATED TO THE DIAGNOSIS/MANAGEMENT OF HEADACHE PAIN

“Our revitalized PPC efforts have led to a significant improvement in our business. We are truly excited to have an opportunity to help so many people struggling with headache issues, who otherwise would not have found us.”

KONRAD KOTHMANN
COO/CFO

STRATEGY

› Decrease costs over time by improving click-through rate (CTR) and conversion rate.
› Emphasize granular targeting to attract the most relevant users based on specific ailments.

KEY TACTICS

› Created and implemented a custom microsite with specific landing pages that correlated to Paid Advertising ad groups, which significantly increased conversion rate and total number of leads.
› Improved conversion rate by continually testing modifications to the microsite.
› Continually improved CTR and conversion rate by qualifying traffic better at the ad level.

Total Paid Advertising leads up 1,533%
Campaign produced a drop in CPL of 96%
Conversion rate up 1,706%*

* This remarkable increase is a tribute to quality keyword research, campaign organization and testing procedures.