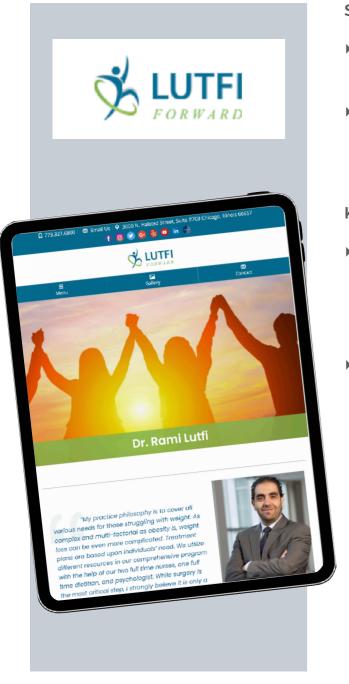
Technology + Research + Execution = Improved ROA

COMPREHENSIVE OBESITY & BARIATRIC PROGRAMS FOR INDIVIDUALS



STRATEGY

- Utilize existing industry experience and client feedback to gain a leg up on competitors
- Using Skai and Google collectively for unique bid/budget setup, keeping CPCs lower than industry average and maximizing leads

KEY TACTICS

- Created and implemented several custom micro-sites with specific landing pages correlated to PPC ad groups. This significantly increased conversion rate and total number of leads.
- Continually improved CTR and conversion rate, and reduced cost per lead (CPL), by qualifying traffic better at the ad level.
- Three consecutive years of increased leads without increasing media spend!
 Typical three-month conversion flow



	Contact Us					
	Name* Select a Treatment Option*	Email*	Decision Stage* - Best method of contact	Phone*	<u> </u>	
Ad · https://www.drlutfi.com/ : (773) 530-2 Dr. Rami Lutfi - Bariatric Surgeor Personalized obesity & bariatric treatments for performs the most advanced, minimally invasiv	n Chicag	seeking to lose weight safely.	Dr. Lutfi	-		
Dr. Rami Lutfi Performed Over 2500 Surgeries Chief of Surgery At Mercy Hospital	Gastri	cedures ic Sleeve, Gastric Bypass enal Switch, Bariatric Surgery				

