

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

<input type="text" value="Name*"/>	<input type="text" value="Email*"/>	<input type="text" value="Phone*"/>
<input type="text" value="Select a Treatment Option*"/>	<input type="text" value="Decision Stage*"/>	
<input type="text" value="Best time of day to call*"/>	<input type="text" value="Best method of contact*"/>	

Ad · <https://www.drlutfi.com/> (773) 530-2056

Dr. Rami Lutfi - Bariatric Surgeon Chicago

Personalized obesity & bariatric treatments for individuals seeking to lose weight safely. Dr. Lutfi performs the most advanced, minimally invasive bariatric procedures available.

<p>Dr. Rami Lutfi Performed Over 2500 Surgeries Chief of Surgery At Mercy Hospital</p>	<p>Procedures Gastric Sleeve, Gastric Bypass Duodenal Switch, Bariatric Surgery</p>
---	--