

MEDICAL ADVERTISING CASE STUDY

KPI Improvements After 1 Month Under M.Ad Management



2400% Increase in Leads

Prior to our management, this clients advertising was delivering 0 tracked leads. During the first month our efforts delivered 24 tracked leads.



229% Increase in CTR

The account had a very poor click-through-rate of 0.61% when we started working on the account. 1 month in the click-through-rate hit 2.01% and climbing.



37.92% Money Saved

Despite the incredible performance we were able to deliver we actually ended up saving this client over 37% of their ad spend in the first month.

HOW DID WE DO IT?



Website Enhancements

Enhancements included installing click-to-call phone numbers and other mobile friendly CTA's around the site. We also properly installed conversion tracking so we could accurately measure performance improvements.



Daily Account Management

This advertising account was being severely neglected. Bids, keyword targets, A/B tests were not being conducted daily.



Analysis & Communication

Regular daily analysis of the demographics that were responding well to the ads, the successes and failures of the landing pages and other key-technical areas.

Open-communication between ourselves and the client to make sure that they were feeling the improvements on-the-ground.