

Eye Institute Drives 5X CTR

– Case Study: Search Engine Marketing, Retargeting –

Overview

The Black Hills Regional Eye Institute provides the best in diagnosis, treatment, consultation, surgery, research, and education. Serving South Dakota, Nebraska and Wyoming.

Challenge

General display campaigns weren't reaching subsegments of audiences looking for specific eye care treatments. They needed to find a digital partner with Search Engine Marketing expertise to connect them with a high-intent search audience.

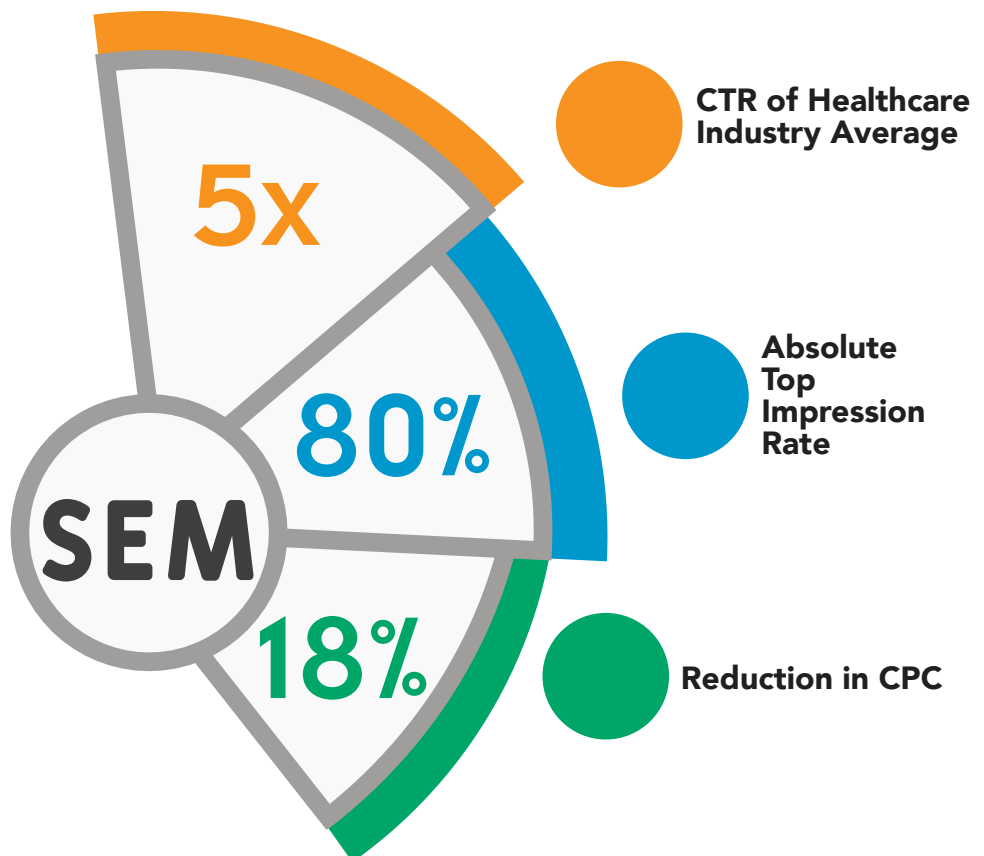
Process

With a robust list of over 800 keywords to reach every possible search related to the eye institute's services. We started with two search campaigns: one dedicated to iLASIK and one that focused on laser cataract surgery.

RESULTS:

In three months, the iLASIK CPC was reduced by 18%. We won the very first ad spot above the organic search results 80% of the time. Our CTR was over 5X higher than the healthcare industry average of 1.79%. We drove a 9.59% click-through rate from the iLASIK ads and 6.45% from the cataract ads.

CHALLENGES	SOLUTIONS
 Immeasurable Results from Traditional Advertising	 Robust SEM Campaign Build
 Driving High-Quality Traffic	 Advanced Optimization
 Finding a Vendor with SEM Expertise	 Retargeting



*CTR Health Care Average

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