

Eye Institute Drives 5X CTR

– Case Study: Search Engine Marketing, Retargeting –

Overview

A regional eye institute provides the best in diagnosis, treatment, consultation, surgery, research, and education.

RESULTS:

In three months, the LASIK 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.

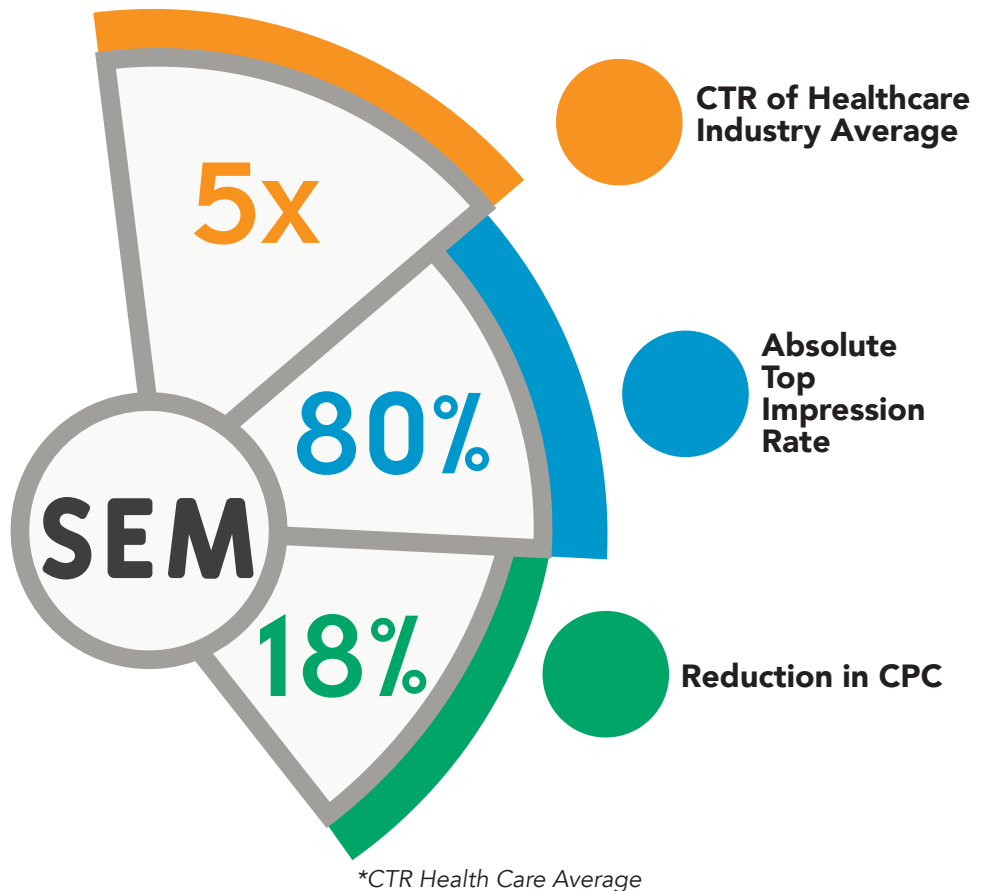
Challenge

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 two search campaigns: one dedicated to LASIK and one that focused on laser cataract surgery.

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



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LET'S WORK TOGETHER

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