

Leads Skyrocket With Focused Strategy

PRIVATE HEADACHE CENTER DEDICATED TO THE DIAGNOSIS/MANAGEMENT OF HEADACHE PAIN



“Our revitalized PPC efforts have led to a significant improvement in our business. We are truly excited to have an opportunity to help so many people struggling with headache issues, who otherwise would not have found us.”

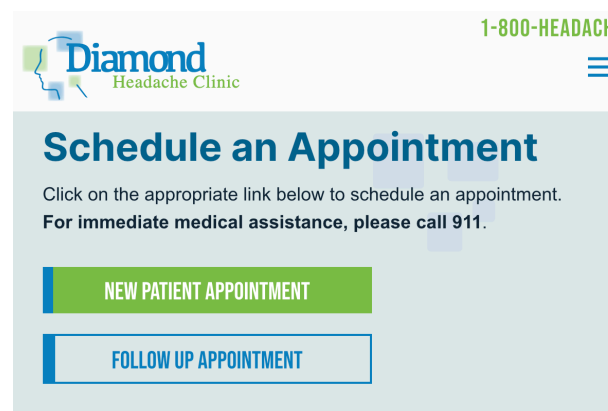
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STRATEGY

- ▶ Decrease costs over time by improving click-through rate (CTR) and conversion rate.
- ▶ Emphasize granular targeting to attract the most relevant users based on specific ailments.

KEY TACTICS

- ▶ Created and implemented a custom microsite with specific landing pages that correlated to Paid Advertising ad groups, which significantly increased conversion rate and total number of leads.
- ▶ Improved conversion rate by continually testing modifications to the microsite.
- ▶ Continually improved CTR and conversion rate by qualifying traffic better at the ad level.



- ▶ Total Paid Advertising leads up **1,533%**
- ▶ Campaign produced a drop in CPL of **96%**
- ▶ Conversion rate up **1,706%***

** This remarkable increase is a tribute to quality keyword research, campaign organization and testing procedures.*