



Supercharging Conversions with User-Focused Campaigns

Texas health system revamps ad and search campaigns to boost marketing ROI.

PROJECT GOALS

After we worked with University Health on a successful website redesign, their team approached us with two new challenges: improve the return on investment of their pay-per-click (PPC) and search engine optimization (SEO) efforts and create a pediatrics-focused search engine marketing (SEM) campaign.

#1

Build upon a previous SEM campaign that targeted two pediatric clinics to include 13 additional locations, maximizing results.

#2

Create a cohesive PPC and SEO strategy that eliminates self-competition and leads users to the exact information they're looking for.

OVERVIEW

University Health

San Antonio, TX

Employee Count:

10,000+ employees

Annual Hospital

Discharges:

31,480+

Provider Count:

2,400+

Region:

Bexar County, TX

Locations:

57

Hospitals:

6

SCOPE OF PROJECT



Auditing & Discovery

Our team conducted a full audit of the pediatric campaign, converting search terms, and potential new keywords that may have been missing from University Health's initial list.



Recommendations for Results

With this information, we recommended overhauling University Health's PPC campaign art and assets, developing new conversion-driven landing pages, and using keyword research to write better ad copy that supported their goals.



Campaign Restructuring

Our team reworked University Health's campaigns so they were properly set up with calls to action that led directly to conversion points, rather than leading them to more pages and clicks.



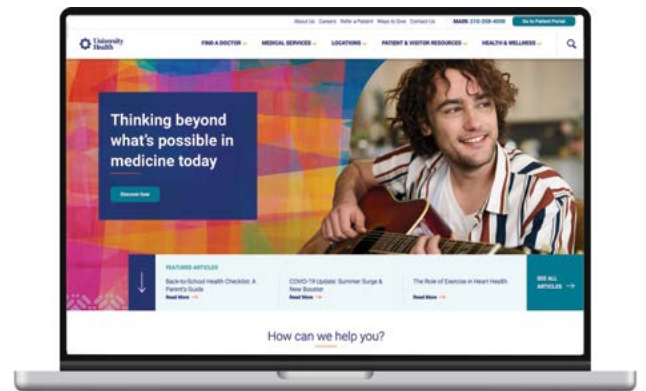
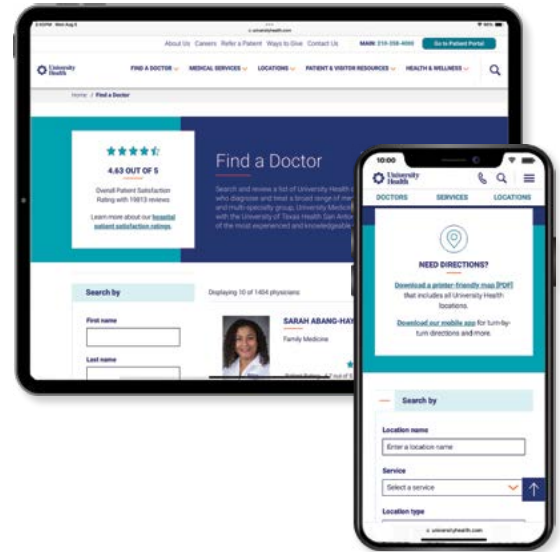
Seasonal Searches

Using our search term research, we were able to break some terms into separate groups with term-specific ad copy for seasonal topics such as flu shots or sports physicals.



Smarter Landing Pages

We created a landing page that could support all 15 pediatric locations, with an immediate "Schedule an Appointment" call to action, click to call phone numbers, an interactive map, and other features to guide users to the information they're looking for.



RESULTS

In the first nine months that we took over University Health's ad campaigns, the account experienced a:

79% Increase in Conversions

691% Increase in Conversions

61% Decrease in Cost per Conversion

84% Decrease in Cost per Conversion for one service line in the first month

In the first year the pediatric location campaigns and landing page delivered a:

170% Increase in Conversions

46% Decrease in Cost per Click

43% Decrease in Cost per Conversion

ADDITIONAL PROJECTS DUE TO RESULTS

After seeing the results from the six campaigns we managed for 15 months, University Health asked our team to take over:

Four Additional Campaigns

Managing the System's SEO

Managing the System's Personalization Approach