Florida Orthopedic Surgeon - National Orthopedic Surgery Physician's Network - Boca Raton, FL

625% Increase in Qualified Calls in 90 Days

The Challenge
Dr. Omar Salah, a busy doctor turned entrepreneur, asked Better PPC to generate qualified calls from prospective patients for his multilocation medical therapy practice. Prior to working together, Dr. Salah was spending too much time and money managing Google AdWords and was not getting the return to show for it. The learning curve proved to be too steep, and he discovered that it prevented him from focusing on other business-critical priorities.

Stem cell therapy for athletes was just starting to take off. The market opportunity was enormous. And Dr. Salah knew he needed professional help that could guarantee increased performance and deliver results that outpaced the cost for investment.

The Insight
Our client's business consisted of half a dozen clinics throughout the United States, so we knew that targeting particular patients within driving distance of specific locations was crucial. In order to target the right patients within these locations, we collaborated with the client to define the characteristics of a qualified caller, which was someone who was both interested in treatment and had a qualifying condition that our client could treat.

We discovered that because the industry was so nascent, patients weren't necessarily searching for "stem cell therapy." Instead, they were searching for solutions to specific injuries. We determined that we had to tailor campaigns around condition related keywords, while educating the market on the effectiveness of stem cell treatments.

Additionally, we found opportunities for improvement through by introducing proprietary methods for call tracking, ad group and keyword segmentation, negative keywords, ad copy split testing and by incorporating SPARC - Better PPC's lead disposition reporting process.

The Strategy
We built out a new campaign structure with tightly focused ad groups organized around specific geo locations. This was particularly important because local clinics were also making their own

marketing contributions, and we had to manage location specific budgets for both accountability and performance optimization.

Once a highly targeted framework was established, we segmented ad groups and keywords around specific injuries that responded well to stem cell therapy. Furthermore, we developed customized landing pages for particular parts of the body, such as knee injuries, which proved to be effective.

Upon placing ads into market, we deployed SPARC (our proprietary call disposition reporting process) in order to measure and identify keywords that were high-performing and generating a higher proportion of qualified callers. We used call tracking metrics down to the keyword level and recorded and measured lead quality through call center interactions.

We also focused heavily on negative keywords in order to weed out mismatched search terms. For example, we found that a significant amount of the market was searching for pet injury treatments and supplements, so we had to monitor and block terms for services that weren't relevant for our client.

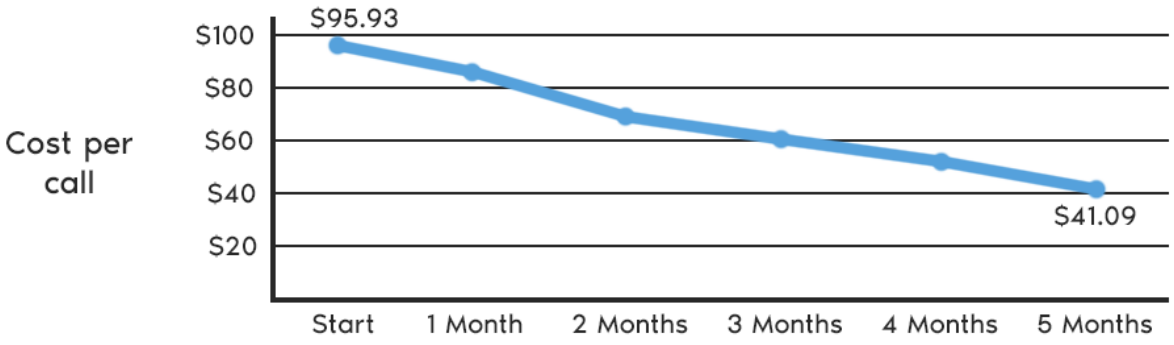
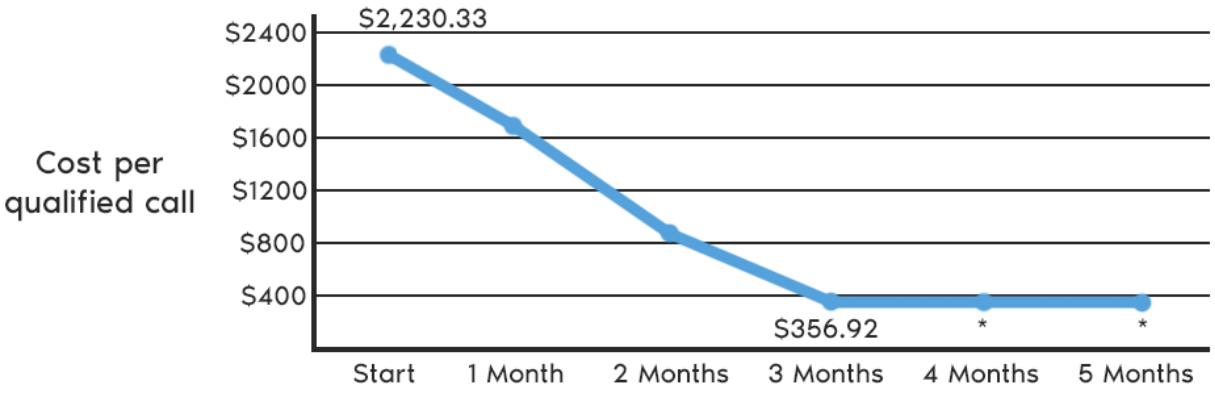
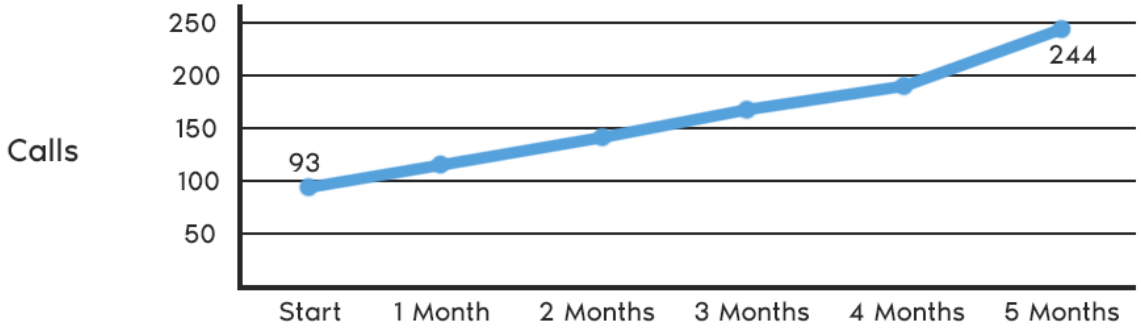
Finally, we wrote and split tested many ads. We diligently tracked ad copy performance and replaced losing ads with new variations on winning ads in order to continuously deliver messages that resonated with the target audience.

The Results

The geo-targeting, condition specific keyword groups and landing pages and call dispositioning all worked together to deliver some stellar results in the first 90 days.

The cost per call fell by 57% which amounted to a 233% increase on calls per dollar spent. More importantly, the cost per qualified call declined by 84%, which totaled a 625% increase in the qualified calls per dollar spent. In short, our client was able to generate a significantly higher number of qualified callers at a far more efficient cost, which allowed our services to pay for themselves.

Month	Cost	Calls	Cost/Call	Qualified Calls	Cost/Qualified Call
Dec	8,921.30	93	$95.93	4	$2,230.33
Feb	$4,996.88	112	$44.62	14	$356.92
Apr	$10,025.19	244	$41.09	N/A*	N/A*

*Call center dispositioning of good calls was unavailable due to technical issues in the month of April which has skewed the cost per qualified call data.

KPI	Performance Change
Cost/Call	-57% in 5 months
Calls/Dollar Spent	+233% in 5 months
Cost/Qualified Call	-84% in 3 months
Qualified Call/Dollar	+625% in 3 months