Remuda Ranch (now Meadows Ranch) - Eating Disorder Treatment Center - Wickenberg, AZ
142% increase in calls in 6 months

The Challenge

An eating disorder treatment center in southern Arizona, needed Better PPC's assistance to generate a higher volume of calls for their residential 30-day teen and adult treatment programs. Prior to working together, the client had never activated a PPC campaign. They were relying on outdated methods of lead generation, and they needed someone with proven experience that could guarantee improved results month over month.

Additionally, the client needed help implementing a more sophisticated process for measuring lead quality, because not all calls were equal. Some callers were seeking information on behalf of a loved one. Many prospective patients did not meet medical criteria for treatment. And some clients used health insurance to pay for services, while others preferred to pay out-of-pocket.

The Insight

After collaborating with the client, we discovered that bulimia, anorexia and other eating disorders affect a variety of potential patients who are in different phases of their path to recovery. Some callers simply wanted information while others sought immediate treatment options. We quickly identified the need for separate ad groups, and structured campaigns to align with all stages of the treatment funnel.

Because this client was starting from scratch, we also needed a strategic approach for call tracking and data collection. As such, we had to implement a call tracking system, in this case KeyMetric adTrax, and we trained the call center staff on how to record call dispositions on a daily basis. We also worked with the call center to define a "good call." This allowed us to quantify the number of callers that were both medically qualified and met payment criteria.

The Strategy

We began by leveraging our experience in behavioral health in order to jump start performance. We deployed tightly organized ad groups which contained a small selection of high intent keywords, meaning they were focused on "treatment" related terms rather than "symptoms."

This allowed us to write specific ads that matched our keyword strategy, and proved to be essential when measuring quality score, user experience and ROI.

For informational keywords that showed less intent for treatment, and thus a lower value for our client, we set lower bids in order to save on total budget. Leads from informational keywords were still valuable but had to be measured on a lifetime value basis, because they typically took six months or more before they turned into a client admission.

As data began to roll in, we calculated and assigned values to various keywords and prioritized our spend based on terms that delivered the most return. Additionally, we monitored trends and found that the majority of qualified calls were coming from parents and other loved ones rather than the actual patient. As a result, we placed an added emphasis on keywords that correlated with the client's teen treatment program.

Furthermore, we included a selection of Google Display Network campaigns, specifically geared towards prospective patients in the informational or "top of the funnel" stage. Again, this proved to be a key component of the overall marketing mix and long-term strategy.

Finally, we consulted with the client and offered strategic recommendations on how to improve the conversion rate of their landing pages, which drove more calls per dollars spent.

The Results
Over a six-month period, our client's cost per call fell by 41%, which amounted to a 142% increase in calls per dollars spent. In addition, the cost per "good call" decreased by 52%, which amounted to a 188% increase in "good calls" for the same budget. And most importantly, our client's overall calls per month increased by 242%.

This case demonstrated the effectiveness of a data-driven approach, which was able to incrementally improve week over week and month over month. Rather than relying on AdWords budget caps, we stretched spend throughout the day to deliver the best value at the lowest cost per click. This proved to be especially valuable for this client.

Month	Cost	Calls	Cost/Call	Qualified Calls	Cost/Qualified Call
Aug-12	$26,819.48	292	$91.85	25	$1072.78
Jan-13	$17,655.8	328	$53.86	35	$504.45

KPI	Performance Change
Cost/Call	-41% in 6 months
Calls/Dollar Spent	+142% in 6 months
Cost/Qualified Call	-52% in 6 months
Qualified Call/Dollar	+188% in 6 months

Cost per call

$91.85

$53.86

Start 2 Months 4 Months 6 Months

Cost per qualified call

$1072.78

$504.45

Start 2 Months 4 Months 6 Months

Qualified calls

150%
140% — 35
130%
120%
110%
100% — 25

Start | 2 Months | 4 Months | 6 Months

Cost

100% — $26,819.48
80%
60% — $17,655.8
40%
20%

Start | 2 Months | 4 Months | 6 Months