

FOUR HEALTH SYSTEM CASE STUDIES

Optimized SEM Campaign Strategies Result in Improved Conversion Rates & Increased Patient Acquisition

#1. Large Hospital System (Midwest)



12
months running



\$12,000
budget/month



15,238
clicks on over
830,000 impressions
(**1.84%** CTR)



\$121.37
average cost per
acquisition (CPA)



1,080 / 282
1,080 conversions on
qualified phone calls,
282 on form
registrations



7.09% / 1.85%
7.09% conversion rate on
calls, 1.85% on forms

#2. Medium Orthopedic Practice (East Coast)



6
months running



\$8,000
budget/month



6,995
clicks on over
462,000 impressions
(**1.51%** CTR)



\$78.75
average cost per
acquisition (CPA)



457 / 89
457 conversions on
qualified phone
calls, 89 on form
registrations



6.5% / 1.3%
6.5% conversion rate
on calls, 1.3% on
forms

No one has more experience in SEM for healthcare providers than Eruptr. Our team of former health system marketers, plus our proprietary technologies and methodologies honed over the last 13 years, make us patient acquisition experts.

When you are ready to upgrade your campaigns, give us try.

**Purchase an SEM campaign
for HRA promotion,
and Eruptr will match
the value up to \$6,000!**

Eruptr recently acquired HealthAware & Medicom Health, the leading providers of HRAs for health system marketing.

Eruptr's SEM campaigns + HRAs are proven, cost-effective ways to increase service line revenue.

Discount details: <https://event.eruptr.com/match23/>

#3. Medium Hospital System (Midwest)



12
months running



\$4,000
budget/month



11,142
clicks on over
256,000 impressions
(**4.35%** CTR)



\$18.88
average cost per
acquisition (CPA)



3,107 / 18
3,107 conversions on
qualified phone
calls, 18 on form
registrations



27% / 1%
27% conversion rate
on calls, 1% on
forms

#4. Large Hospital System (Midwest)



11
months running



\$1,000
average
budget/month



2,471
clicks on over
83,000 impressions
(**2.96%** CTR)



\$95.34
average cost per
acquisition (CPA)



73
conversions on HRA
completions



2.95%
HRA completion rate

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Eruptr is an industry leader in healthcare digital marketing, offering a suite of digital marketing solutions to help hospitals increase awareness, patient acquisition and achieve KPI's. Eruptr maintains direct customer relationships with blue-chip health systems including Johns Hopkins, UNC Healthcare, Inova Health System and more. Today we serve over 70 systems, representing 200+ hospitals and clinics.

