

FOUR HEALTH SYSTEM CASE STUDIES

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

#1. Hospital System (West Coast)

URGENT CARE



6

months running



\$1,000

average
budget/month



14,700

clicks on over
218,000 impressions
(7.5% CTR)



\$14.91

average cost per
acquisition (CPA)



883 / 3,684

883 conversions on
qualified phone calls,
3,684 online appts
(Clockwise)



6% / 25%

6% conversion rate
on calls, 2% on
appointments

#2. Hospital System (West Coast)

PRIMARY CARE



12

months running



\$2,000

budget/month



15,963

clicks on over
450,000 impressions
(3.54% CTR)



\$6.26

average cost per
acquisition (CPA)



3,528 / 307

3,528 conversions on
qualified phone
calls, 307 on form
registrations



22% / 2%

22% conversion rate
on calls, 2% 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. Hospital System (Midwest)

ORTHOPEDIC HRA



11
months running



\$1,000
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%
conversion rate
on HRA completions

#4. Hospital System (Midwest)

BARIATRICS HRA



11
months running



\$2,000
budget/month



5,649
clicks on over
213,000 impressions
(**2.65%** CTR)



\$60.62
average cost per
acquisition (CPA)



289
conversions on HRA
completions



5%
conversion rate
on HRA completions

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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.

