

FOUR HEALTH SYSTEM CASE STUDIES

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

#1. Large Hospital System (East Coast)



12
months running



\$3,000
budget/month



5,129
clicks on over
92,000 impressions
(**5.5%** CTR)



\$64.39
average cost per
acquisition (CPA)



261 / 295
261 conversions on
qualified phone
calls, 295 on seminar
registrations



5% / 5.8%
5% conversion rate
on calls, 5.8% on
forms

#2. Large Hospital System (Midwest)



12
months running



\$3,500
budget/month



5,216
clicks on over
298,000 impressions
(**1.75%** CTR)



\$84.51
average cost per
acquisition (CPA)



196 / 257
196 conversions on
qualified phone
calls, 257 on form
registrations



4% / 5%
4% conversion rate
on calls, 5% 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 (South)



4
months running



\$6,800
budget/month



3,600
clicks on over
124,000 impressions
(**2.9%** CTR)



\$66.83
average cost per
acquisition (CPA)



149 / 267
149 conversions on
qualified phone
calls, 267 on seminar
registrations



4% / 7%
4% conversion rate
on calls, 7% on
forms

#4. Large Hospital System (Midwest)



11
months running



\$2,000
average
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%
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.

