

FOUR HEALTH SYSTEM CASE STUDIES

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

#1. Large Hospital System (Midwest)



7
months running



\$2,000
budget/month



1,427
clicks on over
44,000 impressions
(**3.22%** CTR)



\$115.05
average cost per
acquisition (CPA)



82 / 11
82 conversions on
qualified phone
calls, 11 on form
registrations



6% / 1%
6% conversion rate
on calls, 1% on form
registrations

#2. Large Hospital System (West Coast)



3
months running



\$8,000
average
budget/month



6,178
clicks on over
276,000 impressions
(**2.23%** CTR)



\$131.68
average cost per
acquisition (CPA)



42 / 175
42 conversions on
qualified phone
calls, 175 on form &
HRA completions



1% / 2.8%
1% conversion rate
on calls, 2.8% on
forms/HRAs

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



\$5,000
budget/month



8,546
clicks on over
395,000 impressions
(**2.16%** CTR)



\$62.37
average cost per
acquisition (CPA)



790
conversions on
qualified phone calls



9%
conversion rate
on calls

#4. Large Hospital System (Southwest)



3
months running



\$7,000
average
budget/month



4,703
clicks on over
164,000 impressions
(**2.86%** CTR)



\$81.62
average cost per
acquisition (CPA)



92 / 176
92 conversions on
qualified phone
calls, 176 on form &
HRA completions



2% / 3.7%
2% conversion rate
on calls, 3.7% on
forms/HRAs

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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.

