

**FOUR HEALTH SYSTEM CASE STUDIES**

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

## #1. Large Hospital System (Midwest)



**6**

months running



**\$4,000**

budget/month



**3,868**

clicks on over  
288,000 impressions  
(**1.34%** CTR)



**\$74.53**

average cost per  
acquisition (CPA)



**255 / 67**

255 conversions on  
qualified phone  
calls, 67 on form  
registrations



**7% / 2%**

7% conversion rate  
on calls, 2% on  
forms

## #2. Large Hospital System (East Coast)



**9**

months running



**\$8,000**

budget/month



**12,746**

clicks on over  
550,000 impressions  
(**2.28%** CTR)



**\$23.12**

average cost per  
acquisition (CPA)



**321 / 2,956**

321 conversions on  
qualified phone  
calls, 2,956 on form  
registrations



**3% / 23%**

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. Large Hospital System (West Coast)



**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

### #4. Medium Hospital System (Midwest)



**12**  
months running



**\$9,000**  
budget/month



**19,159**  
clicks on over  
1M impressions  
(**2.05%** CTR)



**\$23.98**  
average cost per  
acquisition (CPA)



**4,653 / 49**  
4,653 conversions on  
qualified phone  
calls, 49 on form  
registrations



**25%**  
conversion rate  
on calls

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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.

