

FOUR HEALTH SYSTEM CASE STUDIES

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

#1. Large Hospital System (West Coast)



12
months running



\$2,000
budget/month



17,202
clicks on over
160,000 impressions
(**10.7%** CTR)



\$4.54
average cost per
acquisition (CPA)



1,641 / 3,607
1,641 conversions on
qualified phone calls,
3,607 on online appts
(Clockwise)



10% / 21%
10% conversion rate
on calls, 21% on
appointments

#2. Large Hospital System (West Coast)



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 on online
appts (Clockwise)



6% / 25%
6% conversion rate
on calls, 25% on
appointments

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 (East Coast)



12
months running



\$8,000
budget/month



23,000
clicks on over
310,000 impressions
(7.5% CTR)



\$15.31
average cost per
acquisition (CPA)



2,745 / 3,328
2,745 conversions on
qualified phone calls,
3,328 on form
registrations



12% / 14%
12% conversion rate
on calls, 14% on
forms

#4. Medium Hospital System (West Coast)



12
months running



\$2,400
budget/month



5,423
clicks on over
135,000 impressions
(4% CTR)



\$24.04
average cost per
acquisition (CPA)



1,198
conversions on
qualified phone calls



22%
conversion rate
on calls

INFO@ERUPTR.COM • (888) 378-7871

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.

