



**DIGITAL**

A Harte Hanks Company

## Health Care

Increase SEM Conversions 62%  
by Using 1<sup>st</sup>-Party Data to Optimize  
Strategy

## CLIENT

A nationally focused health care company with multiple locations.

## CHALLENGE

Use proprietary client data to optimize AdWords and Bing campaigns to produce a greater quantity of qualified leads.

## SOLUTIONS

The client's leads have three stages en route to closed sales: leads, Stage 1 qualified leads, and Stage 2 qualified leads.

When we took over the client, we implemented geo-bidding at the Stage 2 qualified leads level (using these leads as a proxy to find new, highly qualified leads) based upon zip codes gleaned from data in the client's previous in-house SEM campaigns. Performance improved slightly, but four months into the engagement, we discarded the old data and repeated the process based solely on data derived from campaigns that we had run.

The process:

1. For each center, we pulled the number of Stage 2 qualified leads for each zip code during the time period in question.
2. From AdWords and Bing, we pulled spend at the zip code level for the time period in question.
3. We mashed the data from Stage 2 qualified leads and zip codes and calculated a "Zip Code CPA".
4. After determining the CPA average for the entire data set, we calculated the bid modifiers for each zip code by determining the CPA variance (positive or negative) from the CPA average.
5. We uploaded the bid-modified zip code data into AdWords/Bing.

## RESULTS

Over the week of February 14, 2016 (which is when we implemented the change), our campaigns generated 62 Stage 2 qualified leads. In the three following weeks, we generated an average of 95 Stage 2 qualified leads, an increase of 53%. After those three weeks, budget cuts caused the influx of those leads to drop.

Over the week of February 14, our campaigns generated 13 conversions. In the three following weeks, we generated an average of 21 closed sales, an increase of 62% (before budget cuts caused the # of admissions to drop).



GET MORE WHITEPAPERS  
AT [3QDIGITAL.COM](https://3QDIGITAL.COM)

For more information on how **3Q Digital, A Harte Hanks Company** can help your marketing campaigns:



CALL US @  
[650.539.4124](tel:650.539.4124)

EMAIL US AT  
[INFO@3QDIGITAL.COM](mailto:INFO@3QDIGITAL.COM)

REACH OUT ON  
[3QDIGITAL.COM/CONTACT/](https://3QDIGITAL.COM/CONTACT/)

FOLLOW US  
[@3QDIGITAL](https://twitter.com/3QDIGITAL)