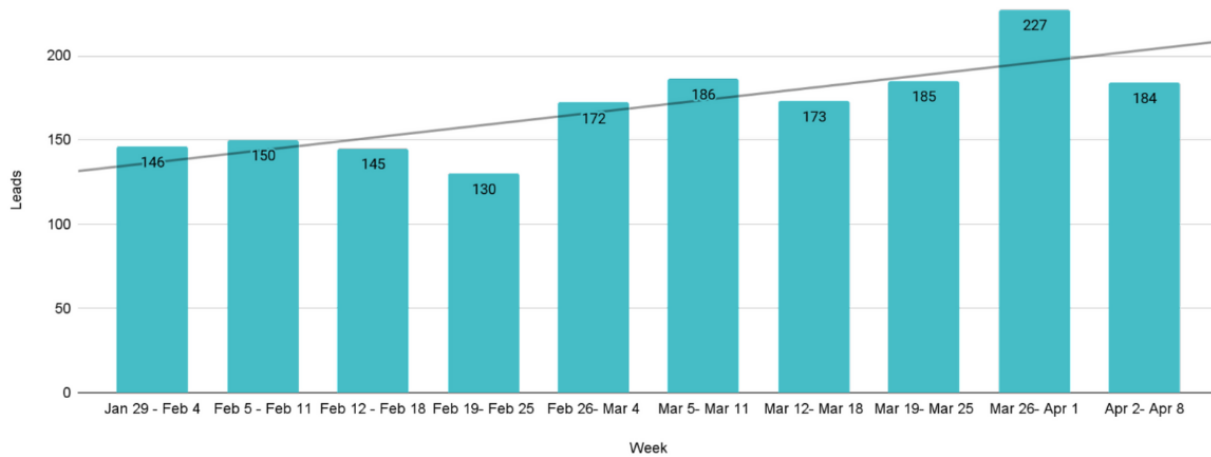




BREAKING RECORDS: Allergy Appointment Campaign Generates 1,698 Leads with a 25% Conversion Rate.

KEY FEATURES



1,698 Leads at \$14.45 CPA

We used local targeting factors and A/B testing to match ads with the right audiences, which brought in highly qualified patient leads over March, February, and April.

410 Appointments in 3 Months

Each month we monitored and matched leads back, working with client's sales team to score leads and update messaging. We doubled patient matchbacks by the end of campaign.

25% Patient Conversion Rate

Using audience data, we identified specific targets to hone in and chose channels where ads received the most clicks and engagement, leading to an extremely high appointment conversion rate.

Improved Digital Patient Experience

With a new digital appointment booking experience, prospective patients were easily able to book online and get in to see an allergist quickly. Client's staff easily followed up with patients through a streamlined digital process.

Streamlined Digital Experience Led to \$205,000 Revenue Growth in 3 months.

Our allergy appointment campaign, initiated on January 29, 2023, proved to be highly effective in generating leads for allergy appointments. With 1,698 leads generated and a remarkable conversion rate of 25%, this funnel not only increased lead volume but also ensured that a significant portion of these leads turned into scheduled allergy tests. This led to a potential of \$205,000+ in revenue over 3 months from one campaign.