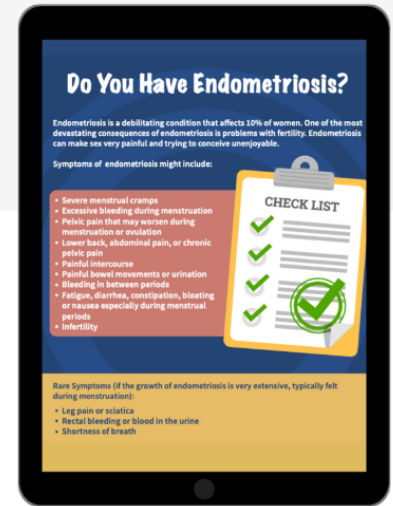
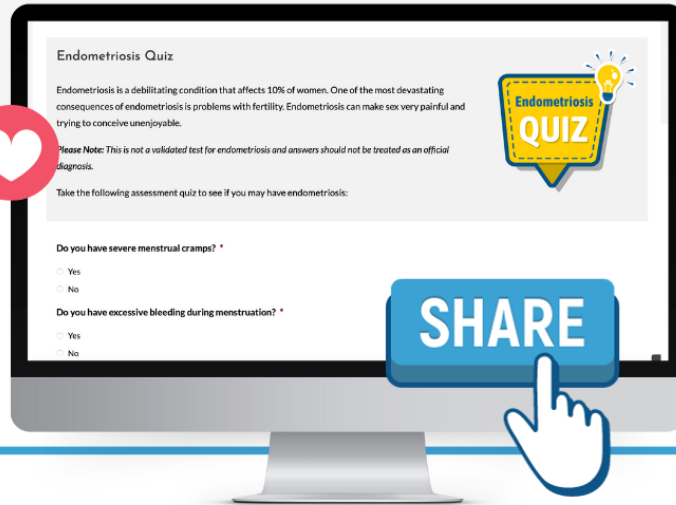


LEAD GENERATION:

# One Endometriosis Quiz Generates 120,000 New Patient Leads



## OBJECTIVE

Create an organic lead magnet to bring in patients searching for endometriosis information and concerns about fertility.



## SOLUTION

We identified local searches for endometriosis information and created a "lead magnet" quiz and infographic to generate organic patient prospects. After downloading, prospects received a follow-up with specific endometriosis and fertility information at our client's practice. They could easily book an appointment online with these resources.



## RESULTS - A 91.4% CONVERSION RATE

In combination with social engagement and organic content marketing, the quiz brought in over 130,000 visits and generated nearly 120,000 (119,488 to be exact) new patient leads interested in getting help for endometriosis-related fertility issues.