

## HEALTHCARE MARKETING CASE STUDIES

**Campaign Budget:** \$140  
**Impressions:** 45,000  
**Visitors:** 923  
**Leads:** 351  
**Cost Per Visitor:** \$0.15  
**Cost Per Lead:** \$0.39

### Bariatric Surgery Center Campaign

The following case study reflects a 28 day online promotional campaign. The budget for the campaign was \$140. The cost per targeted visitor, 28 days into the campaign, was \$0.15 per visitor. The campaign generated 351 leads at a cost of \$0.39 per lead.

**Campaign Budget:** \$500  
**Impressions:** 80,000  
**Visitors:** 921  
**Leads:** 400  
**Phone Call Leads:** 50  
**Cost Per Visitor:** \$0.54  
**Cost Per Lead:** \$2.30

### Joint Surgery Center Campaign

The following case study reflects a 28 day online promotional campaign. The budget for the campaign was \$500. The cost per targeted visitor, 28 days into the campaign, was \$0.54 per visitor. The campaign generated 400 leads at a cost of \$2.30 per lead. This campaign budget included separate phone call tracking 800 numbers for web, TV, radio and print ads.

**Campaign Budget:** \$140  
**Impressions:** 45,000  
**Visitors:** 601  
**Leads:** 94  
**Cost Per Visitor:** \$0.23  
**Cost Per Lead:** \$1.48

### Stroke Center Campaign

The following case study reflects a 28 day online promotional campaign. The budget for the campaign was \$140. The cost per targeted visitor, 28 days into the campaign, was \$0.23 per visitor. The campaign generated 94 leads at a cost of \$1.48 per lead.

**Campaign Budget:** \$140  
**Impressions:** 70,000  
**Visitors:** 600  
**Leads:** 148  
**Cost Per Visitor:** \$0.23  
**Cost Per Lead:** \$0.90

### Cancer Center Campaign

The following case study reflects a 28 day of online promotional campaign. The budget for the campaign was \$140. The cost per targeted visitor was \$0.23 per visitor. The campaign generated 148 leads at a cost of \$0.90 per lead.

**Campaign Budget:** \$140  
**Impressions:** 186,000  
**Visitors:** 693  
**Leads:** 590  
**Cost Per Visitor:** \$0.20  
**Cost Per Lead:** \$0.23

### Stop Smoking Program Campaign

The following case study reflects a 28 day online promotional campaign. The budget for the campaign was \$140. The cost per targeted visitor, 28 days into the campaign, was \$0.20 per visitor. The campaign generated 590 leads at a cost of \$0.23 per lead.