



Better Results at a Third of the Cost

Pain Treatment Center

PRODUCTS

PatientPoint® Launch™, PatientPoint® Locate™, PatientPoint® Leads™ (ROI solution)

CHALLENGE

A pain treatment center wanted to optimize their digital marketing efforts to reduce costs without experiencing a drop in results.

SOLUTION

A comprehensive digital strategy that involved:

- Website optimization, search engine optimization (SEO) and blog content
- Highly targeted online display and social media ads
- An online listings management solution that enabled the center to monitor and respond to patient reviews directly from a single dashboard

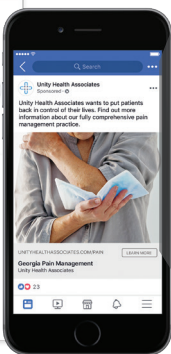
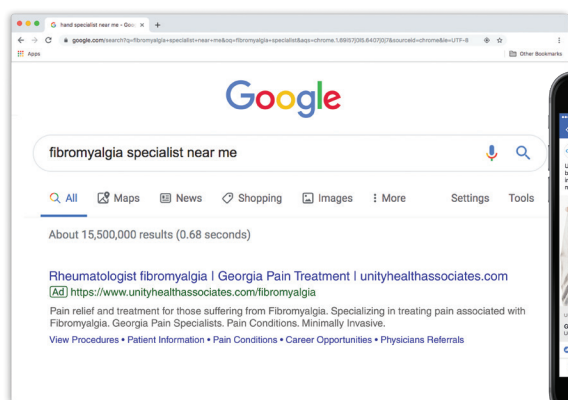
RESULTS

The PatientPoint® Digital Solutions team delivered better results for 1/3 of the cost of the treatment center's previous solution. After only 3 months, the center saw a significant increase in results from the new online ads:

- **7,880** clicks
- **\$1.33** cost-per-click (CPC)
- **228** conversions
- **6.2%** click-through rate (CTR) – up from 3.5% at start

Within 3 months, PatientPoint delivered huge results.

PatientPoint also established a Facebook awareness campaign that reached over **132,900 people** and received **4,189 link clicks** and nearly **2,000 landing page views**.



*Not actual ads

The Power of PatientPoint Digital Solutions

The team of experts at PatientPoint Digital Solutions works with you to develop a **digital marketing strategy** that puts your hospital, practice, business or facility **in front of patients searching for your care online**.

Learn more

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PatientPoint®