

## Case Study

# Eye Institute Drives 5X CTR of Healthcare Industry Average



**Industry:** Healthcare

**Company:** LASIK and Vision Institute

**Product:** Search Engine Marketing, Retargeting



## Eye Institute Reaches 5X CTR of Healthcare Industry Average

|                  |                                      |                 |                            |
|------------------|--------------------------------------|-----------------|----------------------------|
| <b>Industry:</b> | Healthcare                           | <b>Company:</b> | LASIK and Vision Institute |
| <b>Product:</b>  | Search Engine Marketing, Retargeting |                 |                            |

|  |   |                             |
|--|---|-----------------------------|
| <b>5x</b> CTR of Healthcare Industry Average | <b>80%</b> Absolute Top Impression Rate | <b>18%</b> Reduction in CPC |
|--|---|-----------------------------|

### COMPANY PROFILE

LASIK and Vision Institute provides the best in diagnosis, treatment, consultation, surgery, research, and education. They serve patients with world-class LASIK, laser cataract surgery, dry eye treatments, and cosmetic services and treat patients with glaucoma, low vision, eyelid issues, and other problems, with specially trained eye doctors and seven clinics in the Midwest region.

| CHALLENGES |   |
|------------|---|
|            | Immeasurable Results from Traditional Advertising |
|            | Driving High-Quality Traffic                      |
|            | Finding a Vendor with SEM Expertise               |

| SOLUTIONS |                           |
|-----------|---------------------------|
|           | Robust SEM Campaign Build |
|           | Advanced Optimization     |
|           | Retargeting               |

