

Case Study

LASIK and Vision 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

Industry:	Healthcare	Company:	LASIK and Vision Institute
Product:	Search Engine Marketing, Retargeting		

5x CTR of Healthcare Industry Average	80% Absolute Top Impression Rate	18% Reduction in CPC
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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

CHALLENGES

Advertising campaigns targeting general eye care have not been sufficient for the eye institute because they offer highly specialized care and management for a variety of conditions. Eye care is a medical field that treats a range of conditions from mild to severe. General display campaigns weren't reaching subsegments of audiences looking for specific eye care treatments. They needed to find a digital partner with Search Engine Marketing expertise to connect them with a high-intent search audience seeking immediate treatment in their region.

OUR PROCESS

We planned to build an expansive search account that encompassed all of the institute's services with a scalable structure. We built a robust list of over 800 keywords to reach every possible search related to the eye institute's services. We started with two search campaigns: one dedicated to LASIK and one that focused on laser cataract surgery and all other specialties outside of LASIK. The institute offers different LASIK promotions throughout the year, so we made sure the campaigns were in sync and updated the copy accordingly while continually updating the master keyword list as staffing and areas of specialty changed. We also ran a bonus website retargeting campaign to increase consideration once people were aware of the eye institute after visiting their website.

RESULTS

In three months, we reduced our LASIK CPC by 18%, from \$3.61 to \$2.93. We won the very first ad spot above the organic search results 80% of the time. Our CTR was over 5X higher than the healthcare industry average of 1.79%. We drove a 9.59% click-through rate from our LASIK ads and 6.45% from our laser cataract ads. We served 250,000 website retargeting ads and drove an additional 161 clicks to the website.

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