

Chiropractor Brings Patients Through The Door With Above The Fold

Overview

A local chiropractor's office was looking to raise awareness and increase visits to the practice's website and physical location. It enlisted the help of ATF to utilize Geo-Fencing and other programmatic tactics to reach individuals suffering from back pain.

Solution

The ATF team and the advertiser developed a strategy of Search Retargeting at the keyword level and Category Contextual targeting to reach individuals in the area searching for—and reading content on the web about—back pain, injuries, and nearby chiropractors. The team built target fences around local hospitals and health clinics, as well as body shops and collision centers to target people who were suffering from whiplash with relevant ads. The team also set up a Conversion Zone around the chiropractor's office to track offline conversions. After launch, ATF and our multivariate algorithms optimized the campaign by adjusting keywords and shifting budget between tactics.

Results

Over the month-long campaign, ATF delivered a 0.21% CTR, more than doubling the industry average. Additionally, the advertiser measured a \$34 Cost Per Visit for the Geo-Fencing tactic.

— Results —

\$34 CPV
Campaign Result

0.21% CTR
Campaign Result

Category
Healthcare