

## Healthcare Provider Earns Low CPA on Form Submissions With Above The Fold

### Overview

A healthcare provider was looking to recruit new nurses by driving leads to its website and collecting form submissions from individuals interested in nursing jobs. It enlisted Above The Fold (ATF) to help target a relevant audience of Certified Nurses and drive form submissions more precisely. The campaign's performance goal was to achieve a CPA of \$160 or less, with an action defined as a form submission.

### Solution

The team established a strategy of Search Retargeting and Keyword Contextual targeting to reach individuals who indicated an intent to apply for nursing jobs and drive them to a landing page to complete a form. After the campaign launch, ATF worked to optimize and improve the campaign's performance by adding and removing relevant keywords, as well as blacklisting poorly performing domains.

### Results

Over nearly a two-month period, the campaign achieved a CPA of less than \$20, greatly exceeding the initial CPA goal of \$160.

— Results —

**\$20 CPA**  
Campaign Result

**\$160 CPA**  
Campaign Goal

**Category**  
Healthcare