Health Care Solutions

How a health care devices and services franchise owner increased paid web visits while reducing average cost

The Client

- Multi-location owner of a health care devices and services franchise
- Owner operates over 300 locations across the network
- Web.com for Enterprise client since 2011

Support Provided

- Custom Ad Creation
- Audience Targeting
- Bid Management

Outcomes Post-Launch*

Total paid web visits increased by 49%
Key Driver – Facebook-attributable traffic represented over 33% of overall paid traffic.

Overall cost per web visit reduced by 19%
Key Driver – The average Facebook-attributable web visit was 2.3X cheaper than the average paid search-attributable web visit.

Overall ad cost-per-click reduced by 26%
Key Driver – The average Facebook-attributable ad click was 3X cheaper than the average paid search-attributable ad click.

Adoption of program increased by over 100%
Key Driver – Program participant satisfaction resulted in over 100 more locations to adopt the Facebook solution.

*First six months | Data as of April 25, 2018

Call Us: 855-973-8003 | Email Us: enterprise@web.com