

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

Challenge

To compliment existing paid search ad initiatives, our client sought an additional means of driving web traffic to their location web pages at a low cost.

Solution

We developed and launched a pilot program to run hyper-targeted Facebook advertising campaigns.

- Localized, programmatic advertising campaigns
- 100 participating locations in the beginning of the program

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

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