

Case Study

PPC Case Study: Conversions Increase
419%



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offers a host of affordable solutions for physician practices looking to enhance their services with the latest in practice management and Electronic Medical Record/Electronic Health Records (EMR/EHR) technology. e-MDs is operated by physicians, medical specialists, and programmers who leverage their medical and information technology experience to deliver clinical and functional tools doctors need.

Client Problem: Big Bills, Little Return

Prior to contracting with Volacci, e-MDs spent hundreds of thousands of dollars on PPC campaigns, but got often disappointing results that were not worth the price. The targeted keywords and phrases had little relevance to their target market, or were over-saturated by competitors. e-MDs was not converting enough clicks into customers for the price they were paying.

e-MDs Hires Volacci as an Agency

e-MDs aimed to find an effective strategy for increasing conversions. After extensive research, e-MDs chose Volacci as an agent.

Passionate Profits

Volacci focused specifically on targeting relevant, cost-effective keywords highly searched by e-MDs' target market, but not heavily utilized by the competition. Volacci wrote new PPC text ads and designed effective display ads with highly persuasive, targeted language to engage and compel more clicks. Volacci also implemented sophisticated PPC management software to help manage bids in real-time.

Focusing on highly relevant keywords and real-time management directed more targeted traffic to e-MDs' website, while more persuasive PPC ads allowed e-MDs to gain higher traffic volume without spending more money.

e-MDs' Conversion Rate Jumps 419%, while Saving Money



Within the year, Volacci increased e-MDs' conversion rate by 419%, and overall conversions by 267%. Volacci attracted higher quality leads for almost half the price by targeting more precise keywords. Volacci decreased e-MDs' overall PPC spend by 38% and their Cost Per Conversion by 76%. Volacci achieved e-MDs' goals through responsive and intelligent marketing strategies.

Testimonial

"Prior to Volacci, our pay-per-click campaigns were not producing results that justified how much we were spending. Volacci not only educated my team on the value and importance of proper SEO management, but also tripled the success of our campaigns on less than 1/4 our previous budget."

-James Foster, e-MDs Data Operations Manager

