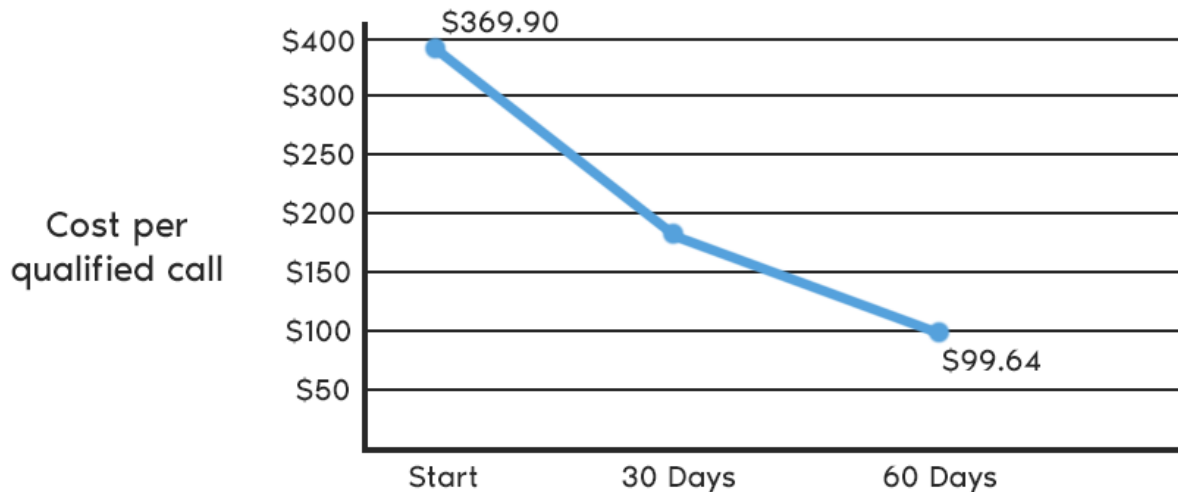


Drug Rehab Facility - 100+ Bed Residential Rehab

270% increase in qualified calls in 60 days for the same budget



The Challenge

A residential drug rehab facility tasked Better PPC to increase the quality of their incoming calls and improve their overall return on advertising investment. Before working together, the client was spending too much time with unqualified leads and was not getting the conversions they needed to be successful. Call center morale was low. Their cost per admission was through the roof. And they struggled to reach high quality leads who were verified to have insurance coverage.

The Insight

After working with the client's call center and admissions team to define criteria for a qualified call, we quickly discovered areas that needed to be optimized.

We noticed that the client was spending a significant amount of money on keywords and ad placements that weren't driving enough qualified leads, and we identified opportunities for improvement through call tracking, Google AdWords account structure, keyword and bid adjustments, negative keywords, addition of Bing Ads, and implementing SPARC - Better PPC's lead disposition reporting process.

The Strategy

In order to focus on generating higher quality calls rather than just raw leads, we needed to start by collecting the right information.

We decided to create a custom metric for this client - "qualified calls". We worked with the client's call center and admissions team to define a "qualified call" as a call from someone legitimately interested in attending rehab and verified to have insurance coverage or the ability

to pay privately. This excluded large numbers of their callers who were looking for free care or just for information.

We trained the client's staff on how to input call dispositions into a third-party tracking system. From there, we pinpointed which keywords produced a higher ratio of qualified calls and re-allocated budgets and bid adjustments in order to produce quick gains in performance.

Using this new data, we also combed through the client's display network placements and discovered areas that were underperforming. Rather than allowing Google to select any site on the display network, we hand selected new display networks that were more relevant for the client's business.

Additionally, we overhauled existing AdWords account structures that were overly broad, and instead created more tightly themed ad groups with smaller numbers of relevant keywords and ads customized to match those keywords. We also introduced Bing Ads into the mix.

The Results

In one month, shifting the focus to lead quality produced some dramatic results.

Month	Cost/Qualified Call
April	\$369.90
May	\$99.64

This performance gain represents a 73% decrease in the cost/qualified call. That means there was a 270% increase in the qualified calls produced per dollar spent.

Interestingly, CPC was not the main focus. Although it declined somewhat, from \$12.40 to \$12.00, our focus was on driving traffic to more relevant keywords that weren't necessarily cheaper but drove much higher performance. Most of the performance gains came from a lower cost/qualified call, not really lower CPC or even lower cost/raw call.