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# Tripling ROI From Paid Search in Three Months

a digital marketing case study



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## The Company



**GENTIVA**<sup>®</sup>

## Type

Healthcare Services

## Website

<http://www.gentiva.com/>

## Case Study Content

Marketing

Paid Search Advertising

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## Introduction

Gentiva Health Services approached WebMechanix about improving performance on a national paid search campaign that was producing a 1:1 ROI.

With higher ROI in mind, our team set out to make swift, impactful changes to Gentiva's paid efforts across Google AdWords & the Bing Ads Network.

In August of 2015, our ad specialists received full access to Gentiva's paid search accounts. This prompted a series of major campaign changes which reaped significant benefits in a short amount of time.

## Solution

Our team quickly pinpointed three areas of concern with Gentiva's current campaign structure:

- Unfocused keyword targeting was wasting ad spend
- Poor landing page experience was leading to a subpar conversion rate
- Holes in conversion tracking were misrepresenting outcomes

### Focusing Keyword Targeting

Gentiva's paid search campaign covered over 150 unique regions across the country. The expansive campaign was shown to high volumes of potential prospects but struggled to convert qualified prospects into leads.

So, we rebuilt Gentiva's PPC account from the ground up with two goals in mind:

1. Grow a keyword portfolio around high-intent search terms, and
2. Reduce dependence on broad match keywords which attracted unqualified visitors and wasted budget.

### Optimizing Landing Pages for Conversion

Gentiva's landing pages featured generic content that was not created with the knowledge that it would be used in a paid advertising campaign.

To address this disconnect, we implemented heat-mapping software to identify what parts of the landing pages were resonating with Gentiva's most highly qualified leads. Then, we used that data and A/B split testing software to guide us towards conversion rate optimization opportunities with the highest impact.

### Closing the Loop in Conversion Tracking

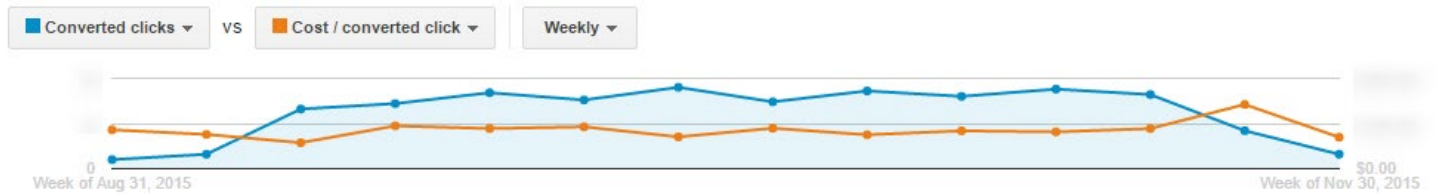
Previously, Gentiva was able to only track online form submissions and a small portion of offline conversions. This created issues because one of Gentiva's lead sources—phone calls—were the highest quality leads and led to higher contact to admission rates than form submissions.

We recommended implementing a comprehensive call-tracking solution which allowed for complete tracking of all phone conversions. This call data can then contribute to clearer reporting and better measurement of ROI.

## Results

Our optimizations, both onsite and through paid search, led to a positive change in Gentiva's bottom line paid campaign performance.

The chart below illustrates lead and cost-per-acquisition trends over the three month period (September 1 - November 30).



This diagram is a microcosm of the consistent performance our efforts have yielded. Lead volume has been consistent week-over-week, allocated budgets are being used as intended, and ROI continues to climb.

By using keyword match types to our advantage, tracking user activity from click to admission, and aligning ads with landing page experiences, we have drastically improved the amount of revenue driven by paid media.

Thanks to these essential campaign changes, Gentiva is now seeing a 3:1 ROI from pay-per-click for the first time in months.

## Conclusion

Gentiva's initial approach to paid search lacked the targeting, focus, and tracking which are essential for a high-performance campaign.

Our optimizations made clear that the key to achieving outstanding performance on paid search campaigns is using tools to grow the business rather than making the business work for the tools.

### Sample Ads

#### Atlanta Area Home Health - Kindred.com

Ad [gentiva.kindred.com/GA](http://gentiva.kindred.com/GA) (888) 949-7097

Recovery & Support for Loved Ones. Speak to a Registered Nurse Today.  
Local Care Provider · Full Recovery Support · Post-Surgical Care

#### Atlanta Area Hospice - Kindred.com

Ad [gentiva.kindred.com/GA](http://gentiva.kindred.com/GA) (888) 963-0529

Focused on Maintaining Quality of Life. Call Now to Speak to a Nurse.  
Bereavement Support · Spiritual Care · Emotional Care · Local Provider

Thanks to these essential  
campaign changes,

**Gentiva is now  
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the first time in months.**

**Contact Us**

or visit

**[webmechanix.com](http://webmechanix.com)**

for more information