



Nationwide compounding pharmacy company **decreases cost per acquisition 67% through search engine marketing.**

Client

National Compounding Services Pharmacy

Industry

Pharmaceutical

Duration & Spend

\$25,000/ 5 Months

Solution

- Search Engine Marketing

Target Audience

Users In-market for Generic Prescriptions and/or Compounding services

Goal:

Obtain Google AdWords Healthcare Related Advertising Certification and achieve a cost per conversion below \$100

Campaign Strategy:

Prior to the launch of the campaign we were required to obtain certification through Google to advertise our pharmacy related products and compounding services. The client was an approved e-Advertiser through the National Association Boards of Pharmacy, allowing for a quick approval process.

We began the campaign with a broad objective, targeting keywords related to all available prescription products and the various compounding services offered. After the first few weeks of delivery we found call only ads were outperforming the expanded text ads with an 89% lower CPA. Budget allocation towards call only ads was increased with this finding in mind. Additionally, we found our search impression share was relatively low at 35%. To help increase this metric and our presence we narrowed our focus to the top performing products and services. This adjustment allowed for both increased impression share and decreased cost per conversion. Ad copy split tests also proved beneficial with CTA's related to calling as opposed to visiting the site performing best.

Campaign Results

The client's \$100 cost per acquisition goal was reached within the second month. The metric continued its downward trend through the life of the campaign, with an overall decrease of 67% from beginning to end.