



NET CONVERSION
EVOLVING STRATEGY
SERIES

The Healthcare Industry



Our consumer journey approach: A short and direct path to you.

Here's the thing. Our industry distinguishes between traditional and digital marketing, but your customers do not.

So we use data to bridge the gap between the two and deliver a complete picture of the dynamic journey that customers take before they reach you. More importantly, we work relentlessly to shorten that customer journey and provide them with the most direct path to your doors. All while staying responsive to your needs and goals, and transparent in our costs and communications. Cause if it don't make dollars, it don't make sense

Why Net Conversion?

We know this industry.

For the past few years we've worked with the healthcare industry and watched it make huge strides in the digital medium, and our media analysts (who are knowledge junkies at heart) are here for it. Remaining curious and eager continue to be our driving forces, allowing us to change our strategies to match those shifts every step of the way.

We know consumers.

Alright, you got us. We don't 100% know every single potential consumer. That would be creepy. What we do know is that every consumer has a unique journey, so we leverage every possible data signal to create the most effective targeting strategies to reach them at the right time with the right message.



We know how to adapt.

We set you up for measurable success by utilizing evolving marketing strategies and data to continually innovate, measure, and optimize paid media campaigns. Regardless of the challenge, your business will benefit from our innovative thinking and relentless attitude. We never settle. Why should you?

OUR SERVICES

DIGITAL

- Display
- Paid Social
- Pre-Roll & Social Video
- Metasearch
- Paid Search (SEM)
- Organic Search (SEO)

SEO & MORE

- Local & Organic Search
- Technical SEO
- Consumer Surveys

INTEGRATED

- Addressable TV/ OTT
- Connected TV
- Streaming Radio
- Digital OOH

TRADITIONAL

- TV (Cable, National, Local, Spot)
- Out-of-Home
- Radio
- Print

MARKETING SCIENCE

- Media Mix Modeling
- Cross-Channel Attribution
- Causal Impact / Forecasting
- Propensity Modeling

DATA COLLECTION

- Data Architecture/ Taxonomy Development
- Analytics/ Platform Implementation

MEDIA ANALYTICS

- Dashboarding and Insights
- Bid, Budget, Audience Management
- Ongoing Media Optimization

DATA MANAGEMENT & BUSINESS INTELLIGENCE

- Process and Data Automation
- ETL via Conversiononomics*
- Dashboarding and Visualization

TESTING & PERSONALIZATION

- A/B Testing & Reporting
- One-to-one Customer Experience

*Conversiononomics is our proprietary data aggregation and transformation software that helps us deliver actionable data & reporting at scale. conversiononomics.com

OUR CLIENTS



Healthcare Vertical Trends

The once simple consumer search path from interest to booking has not only evolved, but is constantly evolving. New paths are unique to each consumer - creating complexity in the healthcare vertical.



77% of patients conduct online research before booking an appointment.

39% of potential patients call to make an appointment after watching a video on a healthcare topic.

Phone calls convert to 10-15x more revenue than web leads, and callers convert 30% faster than web leads.

NET CONVERSION HEALTHCARE CASE STUDY

Net Conversion was tasked to deliver steady traffic to its client's medical offices while undergoing massive rebranding campaigns across all facilities and multiple states.

To successfully run hundreds of very niche, medical specialty campaigns at the same time as a complete rebranding effort, NC leveraged advanced targeting through customized messaging and segmentation and aligned it with an effective bid strategy and KPI.

By leveraging these optimizations & automating reporting, NC was able to maintain performance, while preventing brand confusion in the public's mind.

In the ongoing Paid Search campaigns, we were tasked with generating traffic at scale, with the number of subspecialties and campaigns increasing by +43% and +66%, respectively.

The KPIs for the Search Awareness campaigns were tied to brand awareness and lift, with our efforts driving +171% impressions, +44% CTR, and +13x brand search demand.

+53%
Clicks

+93%
Conversions



-12%
CPA

To read more about our case studies across the healthcare vertical go to: netconversion.com