

# CHIROPRACTOR BRINGS PATIENTS THROUGH THE DOOR

## OVERVIEW

A local chiropractor's office was looking to raise awareness and increase visits to the practice's website and physical location. They enlisted our help to utilize geo-fencing and other programmatic tactics to reach individuals suffering from back pain.

## SOLUTION

The team and the advertiser developed a strategy of search retargeting at the keyword level and category contextual targeting to reach individuals in the area searching for and reading content on the web about back pain, injuries, and nearby chiropractors. The team built geo-fences around local hospitals and health clinics, as well as body shops and collision centers to target people who were suffering from whiplash with targeted creative. The team also set-up a conversion zone around the chiropractor's office to track offline conversions. After launch, our multivariate algorithms optimized the campaign by adjusting keywords, shifting budget programmatically, and tweaking pacing to ensure proper delivery.

## RESULTS

Over the month-long duration of the campaign, we delivered a .21% CTR, more than doubling the industry average. Additionally, the advertiser measured a \$34 Cost Per Visit for the geo-fencing tactic.

**.21% CTR**

CAMPAIGN CTR

CATEGORY  
**HEALTHCARE**

CAMPAIGN  
LENGTH  
**1 MONTH**

GEO-FENCING  
RESULT  
**\$34 CPV**