

ZoomCare PPC Case Study



Taking ZoomCare's Ground-Breaking On-Demand Healthcare Online

Twitter: @AmplifySEM

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Target Audience & and Behavioral Objectives

Target Audience

- Ages 18 - 54 / all genders / varying income levels
 - Fairly tech-savvy individuals who see a doctor's visit or an emergency room visit as more of a time-sink and a hassle than worthwhile
 - On-the-go individuals who have limited time to visit the doctor

Behavioral Objectives - What Do We Want Our Target Audience to Do?

- Schedule an appointment online
 - Book a same-day time slot at any of the clinics in and around the Portland area
 - View the prices online and see how much they will be expected to pay for a visit
- To reach this objective, the PPC campaign set out to get visitors to:
 - Fill out an appointment scheduler form with desired clinic location and time
 - Visit clinic and receive appropriate treatment
 - Generate reviews for increased positive word-of-mouth and family / friend referrals

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PPC Campaign Strategy

- Platforms
 - 80% click spend on Google AdWords
 - 20% click spend on Microsoft adCenter
- Ad Copy Messaging
 - Messages to test: same-day appointment scheduling, low price, in and out in a very quick amount of time, accepts insured or uninsured patients
 - Display URL: test domain name vs. adding sub-folder name to domain name
- Keywords
 - Start off small: exact-match and phrase-match bidding to begin with
 - Focus on location + core keyword (example being “Tigard urgent care”)
 - Rigorous keyword management to ensure ad copy only showing up for the most relevant searches (negative keywords for ad group + campaigns)

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Campaign Results

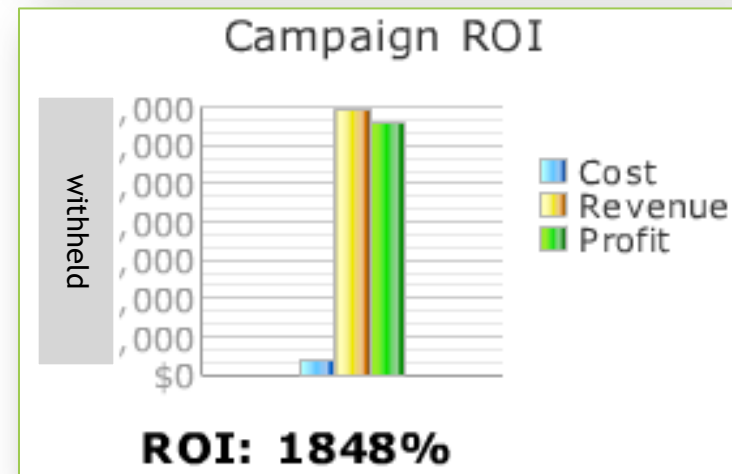
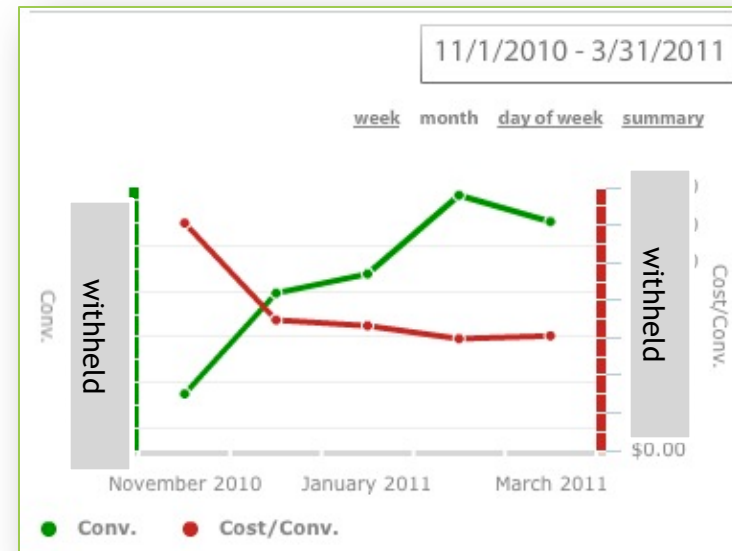
Measurable Outcomes

- ROI: Return on Ad Spend (ROAS) of 1,848%
- Efficiency: Conversion rate over 18%
- Effectiveness: 361% increase in monthly conversions; reduction of cost per conversion by 54%
- Awareness: 69% of PPC visitors are new visitors to the site

Client Testimonial

“Amplify continues to steward ZoomCare's online media presence with a balance of strategy and creative tactics that position our brand effectively in the market. We are very pleased with the bottom line results and look forward to continuing our investment in Amplify's unique talents.”

-David Ray, Marketing Director, ZoomCare



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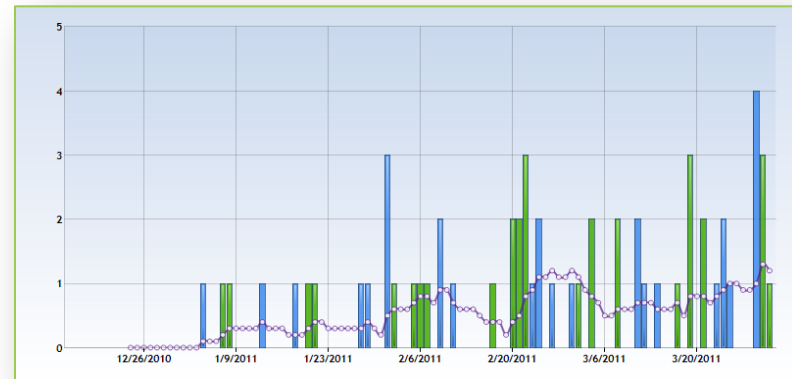
Campaign Results

Anecdotal Outcomes

- Increase in Yelp reviews for almost all clinic locations since the PPC campaign went live
- Search activity for the brand has picked up in 2011. More people are becoming aware of the brand
- Mentions of the brand in social media have been steadily increasing in frequency
- Recent OPB article - “ZoomCare: Putting A Price Tag On Health Care”



Mentions of “ZoomCare” by Day



Google Searches for “ZoomCare”

