

## CASE STUDY

# 43 Leads in Two Weeks: Managing Ads the Bracken Way

## SCENARIO


A long-time client with a unique digital care solution wanted to speak directly to health systems decision-makers; they needed to build and run an ad campaign connecting them to a specific audience, precisely identified and effectively targeted.

“Working with Bracken, we have seen a very noticeable growth in our social media follower base, our website traffic and in the number of high-quality contacts being generated through the LinkedIn campaign, with our cost per lead coming in below expectations.”



 TheBrackenGroup.com

 215.648.1208

 12 Penns Trail  
Newtown, PA 18940

## THE CHALLENGE

This ad campaign came alongside a creative refresh of the client's ad-specific branding. Thus, success required crafting compelling ads with clearly focused messaging while simultaneously introducing revamped visuals, and all in a manner that didn't merely reach target audiences, but successfully connected with relevant individuals within them.

## THE STRATEGY

After building master lists of hospitals and health care providers, we carefully layered in appropriate job titles to zero in on true decision-makers, and controlled for quality variables, ex. filtering out irrelevant organizations, excluding current clients, etc. Next, we brought in remarketing strategy to focus on those already familiar with our client. As ads launched, our proactive management approach kept optimizing constantly: doubling down on remarketing, adding filters to maintain lead quality, and comparing results and insights across the client's other campaigns.



**Proactive  
Management**



**Continual  
Optimization**



**Data-Informed  
Choices**

## THE RESULTS

1

**\$28.54 Cost Per Lead**

Client's goal? Under <\$100 per lead

2

**1.34% Click-Through Rate**

Compared to industry average 0.44 - 0.65%

3

**43 total leads in 2 weeks**

17 leads in first week alone