



35%

increase in PPC CTR YoY on both site & foot traffic through 40 Midwest clinics.



45%

increase in PPC conversion rate YoY on both site clinic traffic.



34%

decrease in cost per lead.

PPC Case Study:

“Radius Based Geo-Targeting & Text Ad Extensions”

Client:

Physicians Immediate Care, also known as Physicians Urgent Care, is a Midwest leader in urgent care and occupational health services with over 40 locations across multiple states. No appointments are required, and most clinics are open seven days a week, up to 12 hours a day, to treat non-life-threatening illnesses and injuries.

Goals:

Prior to working with Logical Media Group, PIC had managed their own Paid Search campaigns internally. The primary conversion point was being tracked through phone calls (either from mobile click to call buttons or forwarding numbers in the ads), there were no on-site conversion points being tracked. Their overarching goal was to increase site traffic, but ultimately drive qualified leads and foot traffic into all of the 40 clinics.

Strategy:

Based on the segmentation of the client's physical locations, geographic targeting was at the center of Logical Media Group's core strategy. Additionally, it was well understood that phone calls alone were not enough to provide a wholistic picture of success and it would be imperative to begin tracking other points of engagement to properly identify areas of success, as well as opportunities for growth. Logical Media Group's Plan of Action Comprised of Three Main Strategies:

1. Google Analytics & Google Tag Manager Integration to sync metrics for PPC accounts and track all on page events including an online check-in feature & visitors requesting directions to a clinic
2. Enhanced Geographic Targeting which implemented a radius centered campaign structure in order to provide customized messaging based on the nearest location to anyone performing a search within that region.
3. Amplified use of PPC Text Ad Extensions to provide more relevant information to the searcher & increase Click Through Rates. Extensions included Sitelinks, Locations, Callouts, Reviews, & Mobile Click to Call.

Results:

The results were immediate and provided much needed data to PIC based on their individual location's performance. In an industry that is very location centric and requires quick service/action, people in need of immediate care were easily able to identify PIC's closet location, hours, and services from the newly constructed PPC Text Ads with enhanced Extensions, causing a dramatic increase in Click Through Rates and Conversion Rates. Also based on the new data being tracked within their configured Google Analytics account, the Logical Media Group PPC team was able to optimize the campaigns in order to reduce overall Customer Cost Per Acquisition for each location.

Testimonial:

“The Ocean Agency has been a great partner, leading our web marketing strategy and growing our business through effective SEO and PPC. They bring a proven test-and-learn philosophy to everything that they do and have become a true extension of our team.” –

Todd Vang, Chief Operating Officer, Physicians Immediate Care