

HEALTHCARE PROVIDER EARNS LOW CPA ON FORM SUBMISSIONS

CHALLENGE

A healthcare provider was looking to recruit new nurses by driving leads to their website and collecting form submissions from individuals interested in nursing jobs. They enlisted our help to more precisely target a relevant audience of Certified Nurses and drive form submissions. The campaign performance goal was to achieve a CPA of \$160 or less, with an action defined as a form collection.

SOLUTION

The team established a strategy of search retargeting at the keyword contextual level to target individuals who had indicated intent to apply for nursing jobs and drive them to a landing page to complete a form. After campaign launch, we worked to optimize and improve campaign performance by adding and removing relevant keywords, blacklisting domains, and adjusting pacing to ensure proper delivery.

RESULTS

Over nearly a two-month period, the campaign has achieved less than a \$20 CPA, greatly exceeding the initial \$160 goal.

\$20 CPA

CAMPAIGN RESULT

CAMPAIGN GOAL
\$160 CPA

CAMPAIGN LENGTH
2 MONTHS

CATEGORY
HEALTHCARE