

Healthy Hearing & Effective Spend Maximizing Reach & Increasing Appointments with Dynamic Search



Healthy Hearing
BE PART OF THE CONVERSATION

BACKGROUND:

Healthy Hearing is the largest online directory of hearing clinics and audiologists across the United States. Winner of multiple Digital Health Awards, Healthy Hearing's mission is to improve the quality of life for people with hearing loss by providing education and the best treatment options from local hearing care professionals.

Healthy Hearing came to Effective Spend with the goal of increasing appointments made with hearing clinics and audiologists through Healthy Hearing's online directory. Effective Spend's expert Lead Generation PPC team helped Healthy Hearing meet and exceed their growth goal.

CHALLENGE

With more than 3,500 hearing clinics in their directory in over 2,000 different cities, the Healthy Hearing team was struggling to maximize their reach of potential customers across their expansive network. Their existing search advertising campaigns were set up to target searches for individual cities, a complex strategy that required a lot of extra time to manually manage ads. Due to this limitation, Healthy Hearing was only able to run ads in a select few metro areas which left hundreds of their clinics completely unrepresented in their paid search campaigns. With no efficient way to send searchers to a location-specific directory page, Healthy Hearing looked to Effective Spend to improve their search strategy and expand their reach online.

SOLUTION

Effective Spend revamped Healthy Hearing's digital advertising program with a dynamic search ads strategy, increasing reach and clinic appointments.

"Effective Spend has been one of the most professional agencies we've worked with and has become an extension of our marketing team. While working with them, we have seen a record year!"

Paul Dybala, President, Healthy Hearing

STEP 1: KEYWORD RESEARCH

To capture as much traffic as possible, Effective Spend's first task was to conduct in-depth keyword research and search query analysis to see how people were searching for clinics online. Through their discovery process, Effective Spend found that queries were falling into two main cohorts: clinic-specific and city-specific searches.

STEP 2: SITEMAP ANALYSIS

To leverage Healthy Hearing's existing site structure, which included thousands of individual landing pages for clinics and metro areas, Effective Spend analyzed Healthy Hearing's well-established sitemap to understand the best way to segment campaigns for different types of search queries. Based on the URL structure, the team was able to separate landing pages into two categories – clinic names and city names – to align to the two main keyword cohorts discovered during their keyword research.

STEP 3: IMPLEMENT DYNAMIC SEARCH ADS

To accommodate searches for both clinics and cities, the Effective Spend team implemented a dual-targeting strategy. Customers searching for specific clinics were directed to individual clinic landing pages, while customers searching for more general geographic locations were directed to city-based landing pages with multiple clinic options to choose from.



STRATEGY

1

KEYWORD RESEARCH

CONDUCTED IN-DEPTH KEYWORD RESEARCH TO MAP OUT THE VARYING TYPES OF SEARCH QUERIES FOR CLINICS

2

SITEMAP ANALYSIS

ANALYZED CLIENT'S EXISTING SITEMAP TO MATCH THE BEST LANDING PAGE TO EACH TYPE OF CUSTOMER QUERY

3

DYNAMIC SEARCH ADS

MAXIMIZED SEARCH QUERY COVERAGE USING DSAs THAT TARGETED BOTH LOCATION- AND CLINIC-SPECIFIC LANDING PAGES

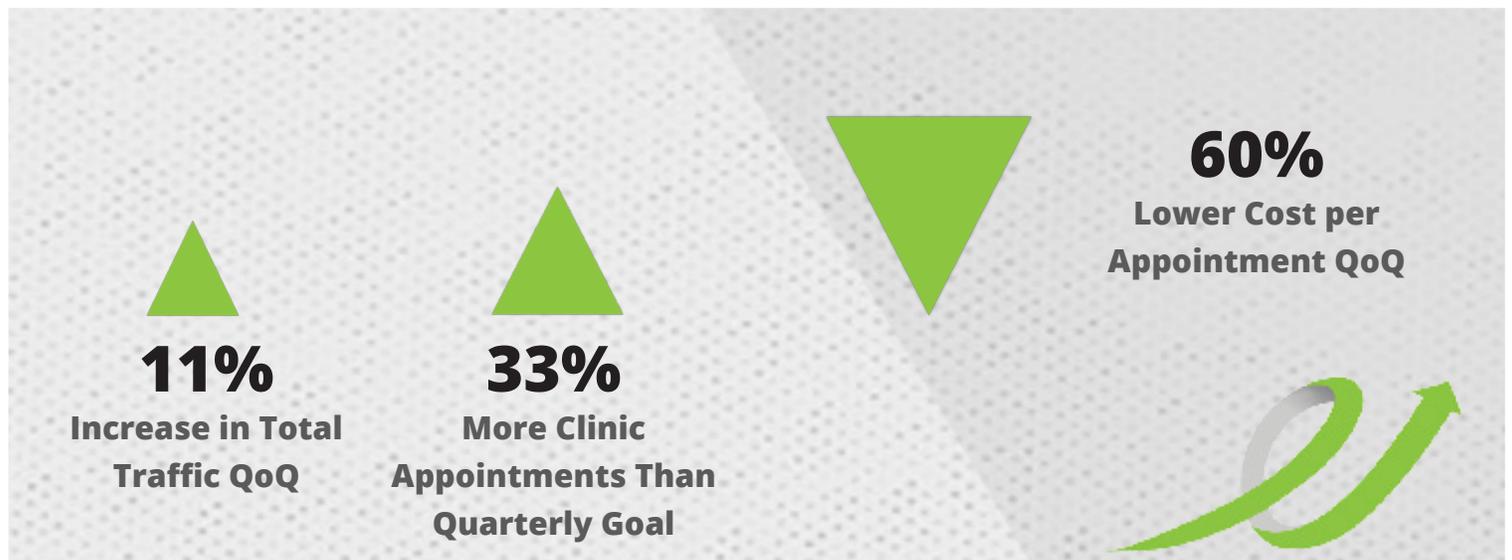


With such a large inventory of Healthy Hearing landing pages, Effective Spend leveraged Dynamic Search Ads (DSAs) to help maximize search query coverage and use Healthy Hearing's site structure to its fullest potential. DSAs match a customer's search query to the most highly relevant landing page based on the landing page URL and landing page content. To establish the targeting methodology for the DSA campaigns, Effective Spend layered geolocation targets on top of Healthy Hearing's sitemap. This created a page feed which could capture searches for all clinics and metro areas, drastically expanding the reach of Healthy Hearing's paid search campaigns.

Beyond the ability to dynamically match queries to landing pages, DSAs also dynamically generate an ad headline that closely matches each search query. This feature, combined with the ability to send searchers to highly relevant landing pages makes DSAs a powerful tool for effective direct response advertising. High ad and landing page relevance ensures higher quality scores, higher click-thru rates, lower cost per click and a more efficient cost per appointment.

RESULTS

By leveraging Dynamic Search Ads, Effective Spend helped their client achieve the highest appointment-based metrics they had seen to date. Appointments made through Healthy Hearing's online directory increased by 60% over one quarter. Performance overall has exceeded Healthy Hearing's expectations, leading them to more than triple their digital advertising budget in just a few months.



EMAIL US AT:
info@effectivespend.com

GET IN TOUCH AT:
www.effectivespend.com/contact-us

CALL US AT:
(512) 553-6875

