

Attract & Acquire More Patients: How to Improve Campaign Effectiveness

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About Evariant



The leading provider of a CRM platform based on a centralized healthcare data hub, analytics, and communications engine.



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Let's start with some clarity....

> HOW CPA WORKS <



User
Visits
Your
Website

Clicks on
any Link

Fills out
Form or
Completes
Any Action

You Make
Money

TOTAL SPEND

TOTAL CONVERSIONS

Media spend (gross) divided by
total campaign leads (web forms
and calls to the proton center from
our assets.)

CPM

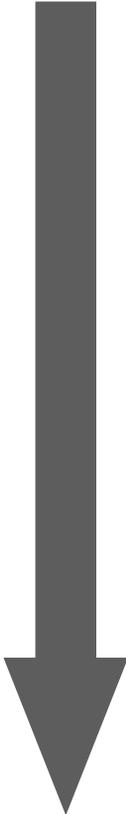
- Cost Per 1000 impressions
- Impression-basis (eyeballs)

PPC

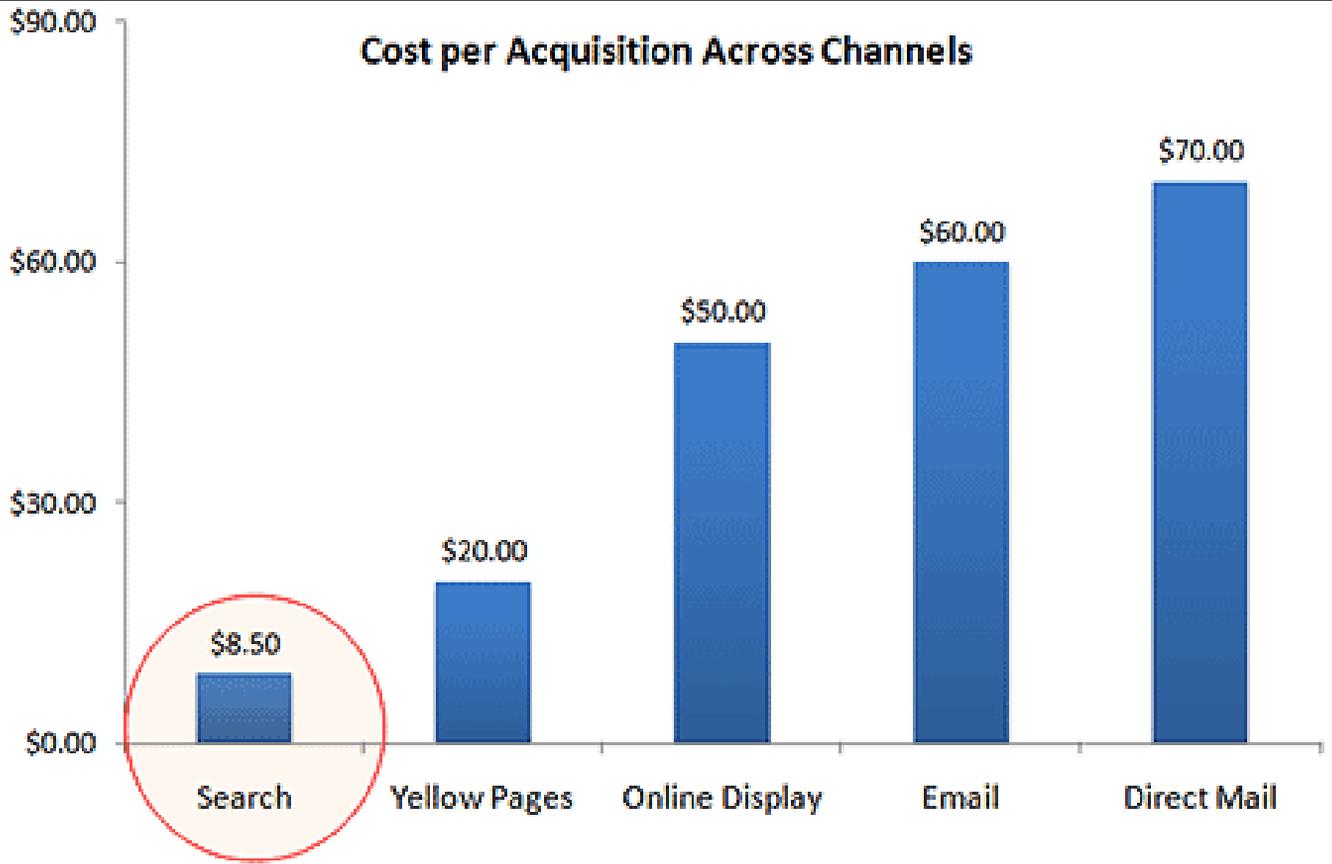
- Pay Per Click
- Click-basis (traffic)

CPA

- Cost Per Action
- Action-basis (sales/leads)



Cost per Acquisition Across Channels





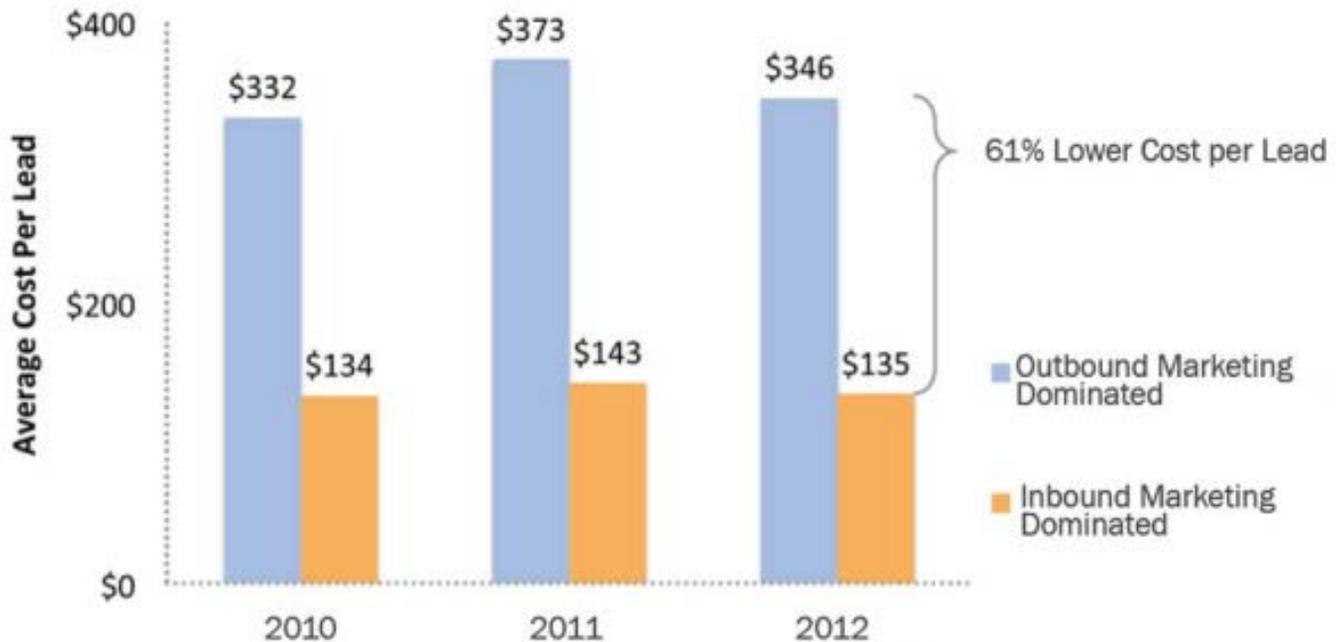
Cost per Acquisition, by Select Direct Media

based on a survey of 485 industry respondents / **figures are for house lists**
Note: mobile figures based on a small sample size / *direct mail based on cost per response

April 2015



Average Cost Per Lead Inbound vs. Outbound

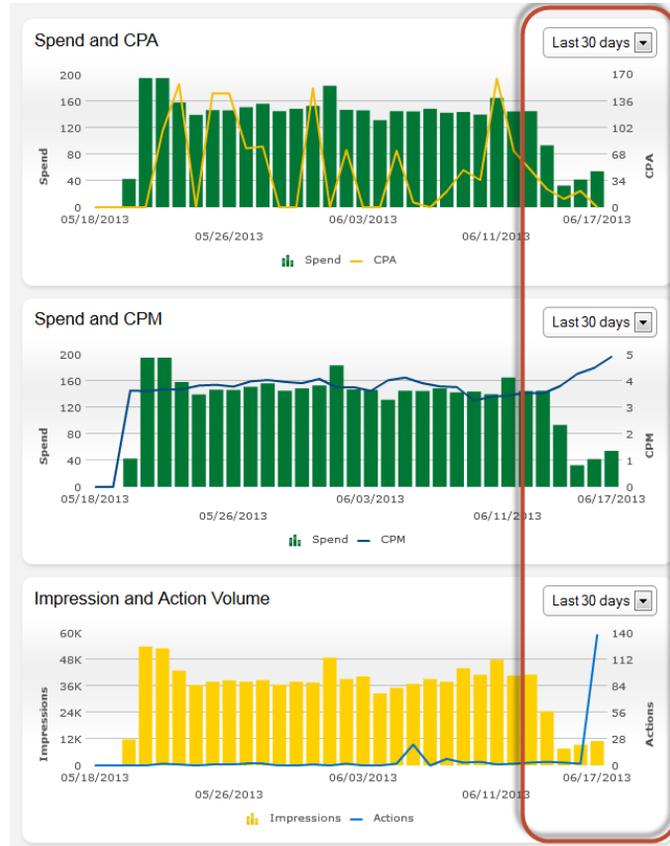


Cost Analysis: Per Mille (CPM) vs. Per Action (CPA)

How can an advertiser pay more, instead of paying less, and still come out on top?

- › Lower CPM \neq Lower CPA
- › Focus is now on value, not Cost

By not limiting our bids based on CPM goals/caps, we are able to secure more powerful impressions that better speak to our audience, providing valuable insight into which demographics, domain placements and time of day to optimize around.



Source: "Why Advertising Through Real-Time Bidding Needs a New Buying Model" Quantcast 2014

Why Cost per Acquisition Is the Only Metric That Really Matters

No, Seriously, CPA Is What Truly Matters

by [Jason Spooner](#) | March 28, 2014

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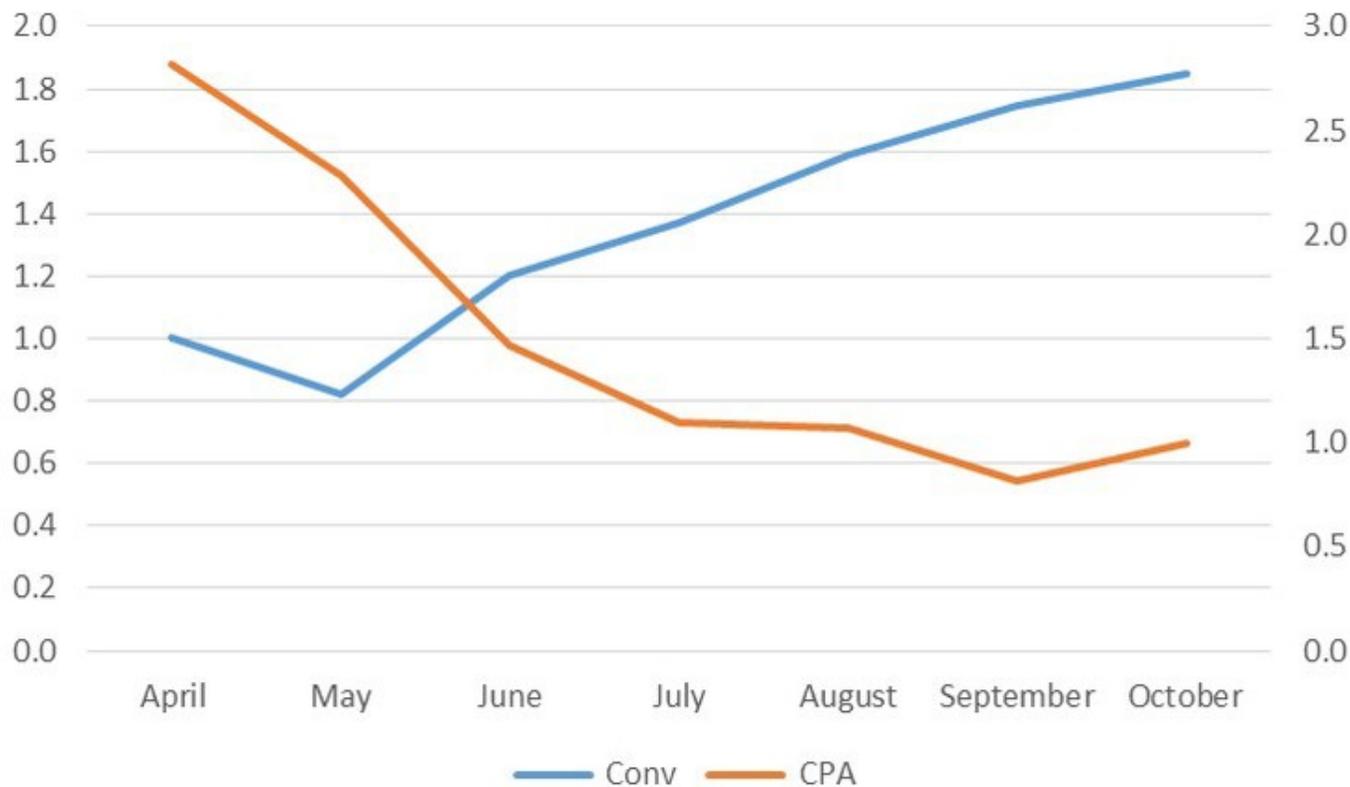
Enter keywords

Search



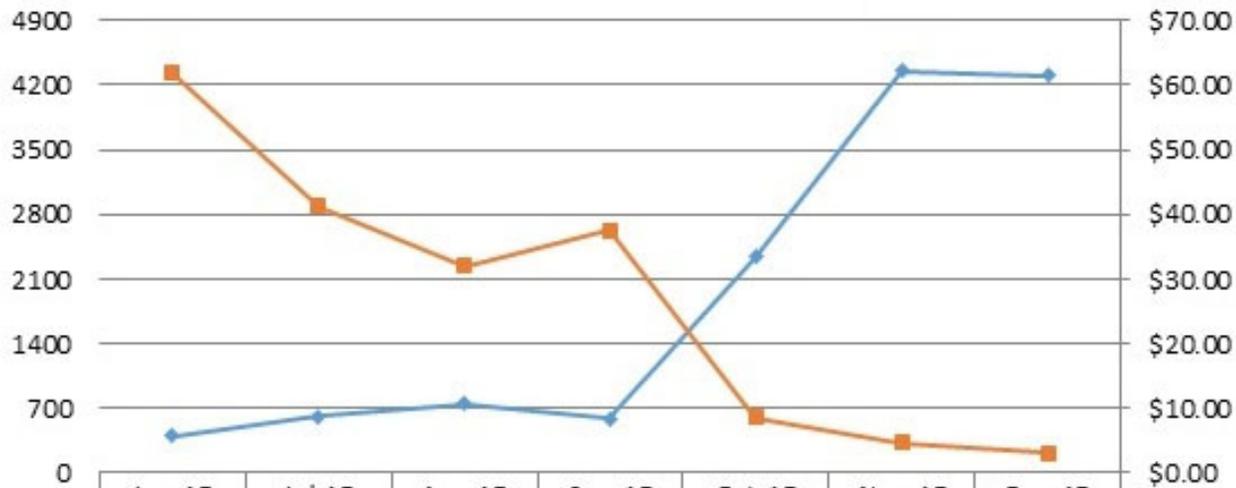
CPA, ROI & Impacts

What we want to see



Even better

CPA and Conversions by Month



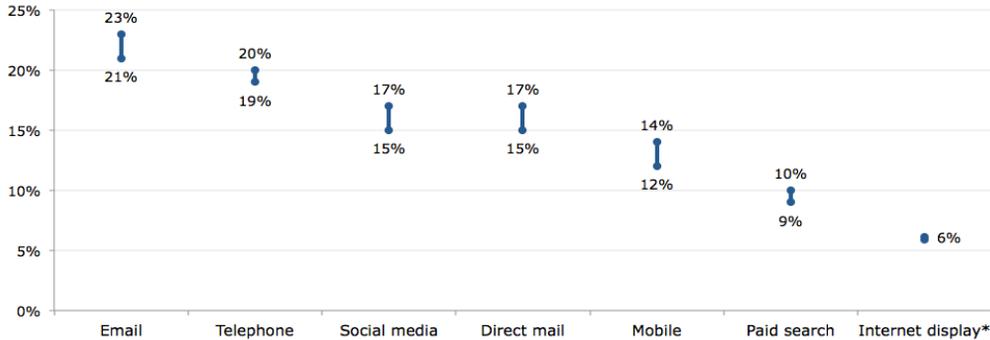
	Jun-15	Jul-15	Aug-15	Sep-15	Oct-15	Nov-15	Dec-15
Sum of Conv.	402	612	745	581	2339	4350	4300
Sum of CPA	\$61.76	\$41.25	\$32.07	\$37.45	\$8.50	\$4.58	\$3.11



Median ROI, by Select Direct Media

based on a survey of 485 industry respondents / *display figures based on Return on Ad Spend

April 2015



MarketingCharts.com | Data Source: Direct Marketing Association



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April 2015

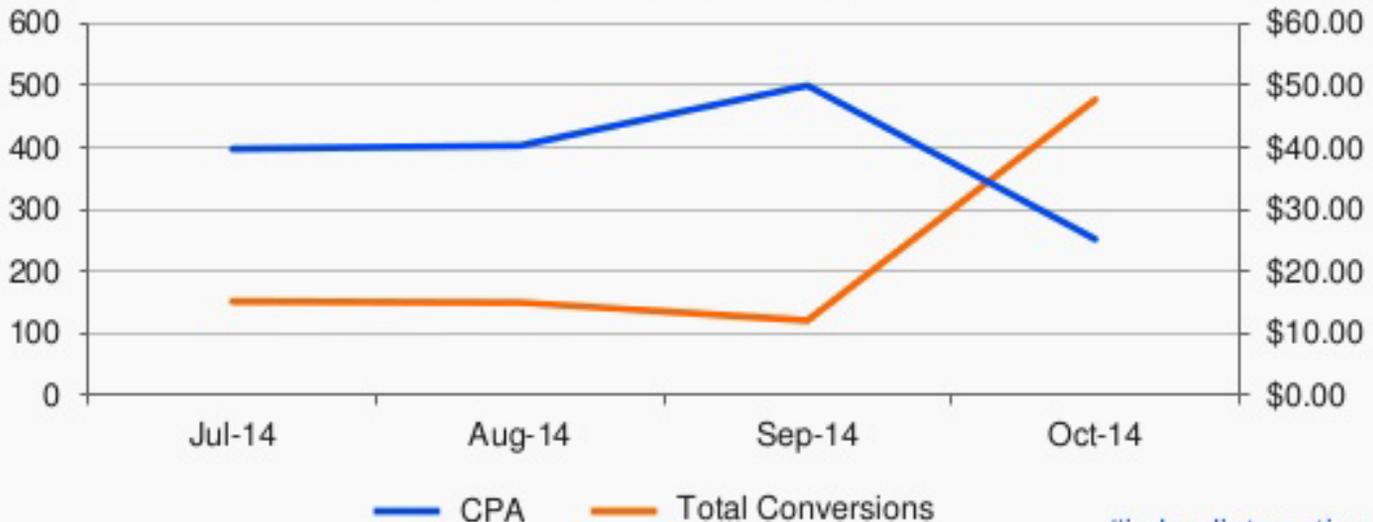


MarketingCharts.com | Data Source: Direct Marketing Association

Track all sources

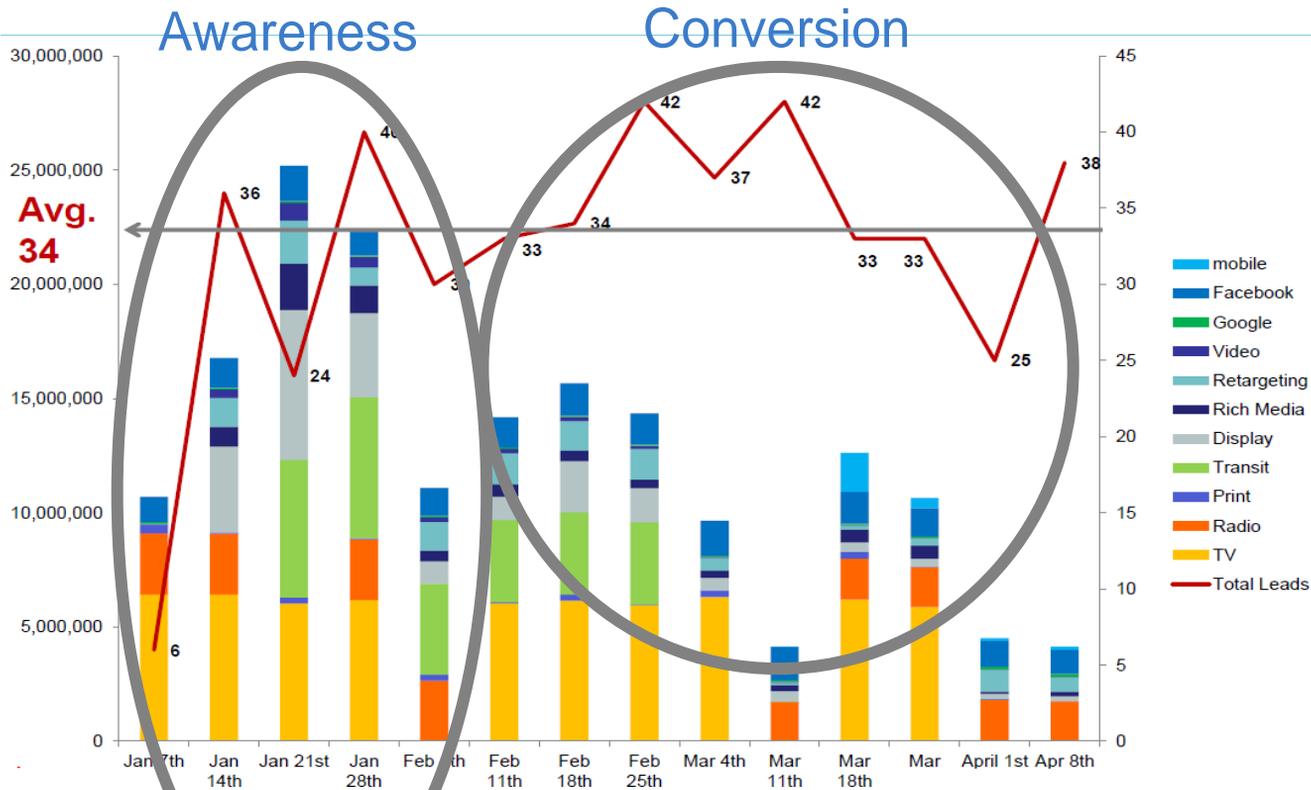
Track the source of all applications to identify those with the greatest ROI

Impact of implementing call tracking



Science behind CPA and Retargeting

Conversions Continued to Increase After Reduction in Media Expense



Impact of Quality Score on CPA

- › AdWord Quality Score reported for each keyword in your account is an estimate of the quality of your ads and landing pages triggered by that keyword.

If QS is	Your CPA vs. QS=5 is:	
10	Discounted by:	80%
9	Discounted by:	64%
8	Discounted by:	48%
7	Discounted by:	32%
6	Discounted by:	16%
5	-	
4	Increased by:	16%
3	Increased by:	32%
2	Increased by:	48%
1	Increased by:	64%

Courtesy of WordStream, Inc.



Getting Started

How to measure

- › The hard part is setting up each campaign to be able to track leads and acquisitions by source because we want to make sure we are not exceeding our CPA threshold.
- › You will need a CRM engine to do this properly, along with tracking ROI and other key metrics in the aggregate.

How to measure

- › You can get as detailed as you want on what “total campaign cost” means to you in terms of labor, graphic design, ad expense, printing, mailing, etc., but **the most important thing is that you break it down by individual campaign.**
- › Keep in mind that your CPA may be quite high in the beginning as you front-load all of your set-up fees. Those will get diluted as the campaign starts to generate leads and sales over time.

How to measure

- › We've determined through research, benchmarking, and past campaign comparisons what campaigns we're going to run and how much (roughly) we should spend to acquire a new consumer (\$150 each).
- › **How much money should we allocate to each campaign?**
- › It'll be an educated guess until you're tracking leads and sales efficiently to know the answer to this. Let's look at a direct mail example and PPC sample.

Direct mail

- › Many systems still purchase mailing lists based on a set criteria for demographic, household income, and some level of intent to convert. Most direct mail campaigns we've seen usually yield a **1-3% response rate**, and out of those, **5-15% convert** towards becoming a campaign member. Let's make some assumptions for illustration purposes:
 - List size: 10,000 names
 - Total Campaign Cost: \$20,000 (includes list, design, printing, and mailing)
 - Response Rate: 3%
 - Conversion Rate: 15%
- › Based on the above response and conversion rates, we would get 300 people to respond to the mailer, and 45 people to convert (this is our Total Acquisitions in the equation above). Our **CPA is \$20,000/45, or \$444.44**, which is higher than our initial CPA threshold.
- › We need to decide if this channel is feasible moving forward.

PPC (pay-per-click)

- › PPC (online ad buying) averages are significantly better with a **response rate of 20-40%** and a **10-25% conversion rate** on the front end. Results on PPC will vary by competitiveness, but for illustration purposes, let's assume the following:
 - Total Click-Throughs: 2,500
 - Total Campaign Cost: \$20,000 (includes set-up, landing page design, ad expenditures, etc.)
 - Conversion Rate: 8%
- › Based on the above response and conversion rates, out of the 2,500 who clicked on our ad to arrive at the landing page, 200 visitors converted to a campaign member. Our **CPA is \$20,000/200, or \$100**, which is **\$50 LESS** than our initial CPA threshold.
- › Comparatively speaking, the PPC campaign is yielding **much better results than our direct mail** example with the same investment. We could take the funds spent on direct mail and re-distribute them to our PPC campaign.



Penn Medicine In Vitro Fertilization (IVF)

Penn Medicine IVF

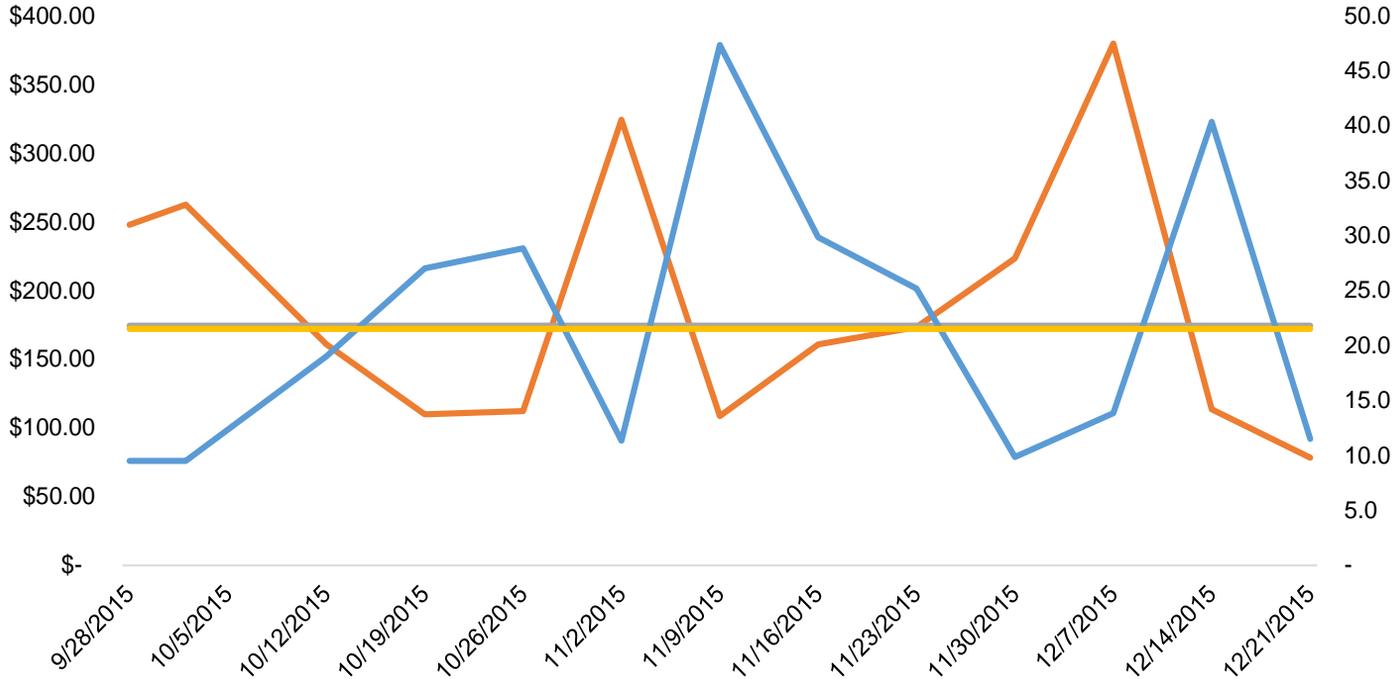


Tactic	Leads
Facebook	148.83
Google	97.67
Email	15.00
Redirect	13.00
Direct	8.50

Penn Medicine IVF KPIs with Goals



CPL Goal CPL Leads Lead/Week Goal



Penn Medicine Insights and Learnings



- › Leads peaked throughout the campaign while Facebook ads were running.
 - Facebook was also the lead converter throughout this campaign.
- › Facebook ads should **run for 3-4 days**, rather than 1-2 days, as week-over-week conversion data shows longer ad durations leads to more conversions.
- › Display did not run throughout this campaign, though it's recommended moving forward to **gain audience insights and to retarget consumers** who have landed on the homepage but did not convert.
- › Google was the second highest converting tactic.
 - Pregnant-focused keywords were popular and made up 23% of total conversions.
 - IUI and artificial insemination ad groups did not convert and were paused mid-campaign.

Penn Medicine Driving Revenue and Cutting Costs



	Phase I	Phase II	Phase III	Phase IV <i>(spurt)</i>	Phase V	Description
Landing page visits	3,935	6,742	14,385	3,221	3,098	Individuals who visited the landing page after clicking on an ad or other promo option (homepage, blog, newsletter)
Cost Per Acquisition	\$370	\$270	\$200	\$182	\$121 est.	



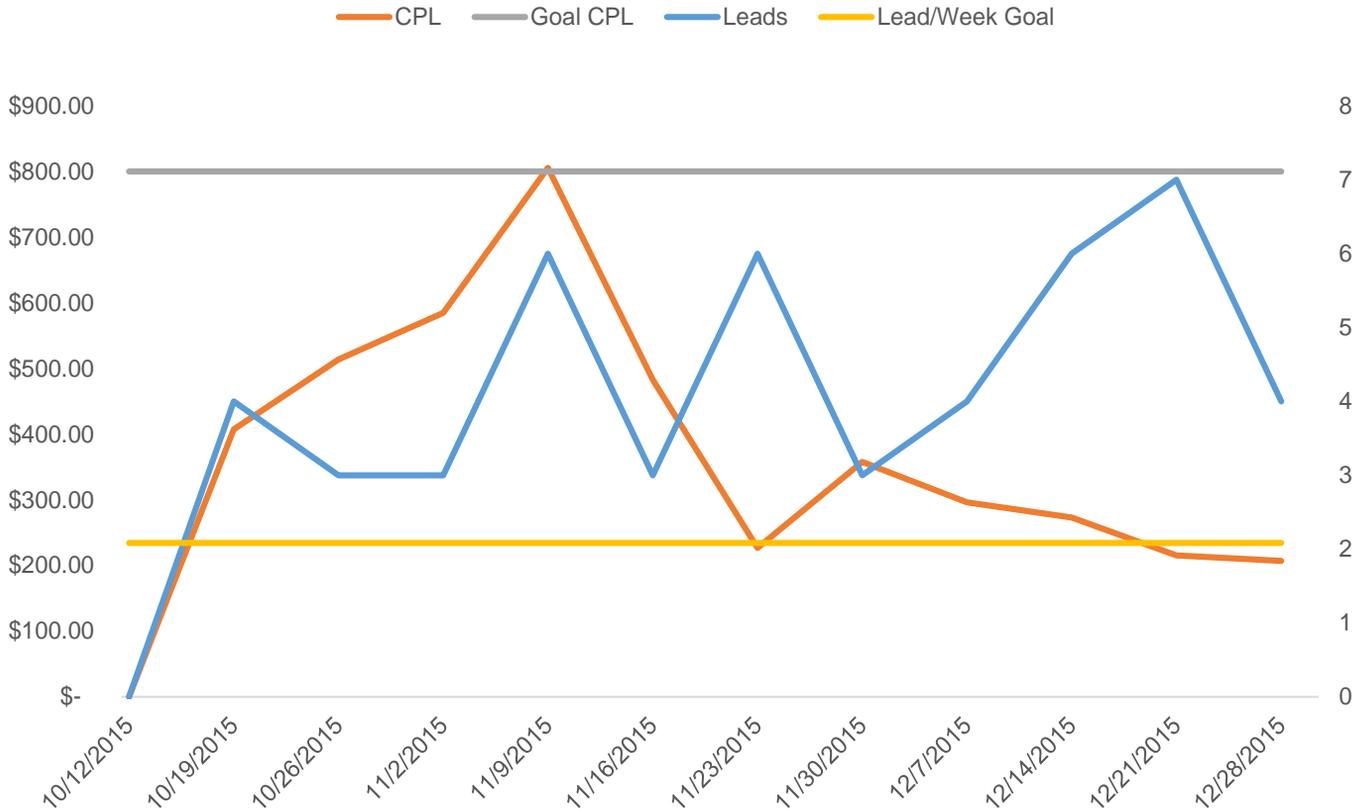
Penn Medicine Uro-gynecology

Penn Medicine Uro-gyn



Tactic	Leads
Google	25
Facebook	20
Direct website	1
Direct blog	2
Direct load	1

Penn Medicine Uro-gyn KPIs



Penn Medicine Insights and Learnings



- › Leads peaked throughout the campaign while Facebook ads were running.
 - During the campaign’s highest peak, the majority of leads were attributed to Facebook.
- › Facebook utilized a weekend-heavy approach.
 - Overall conversions were **highest during the weekends** rather than mid-week.
- › Display did not run throughout this campaign, though it’s recommended moving forward to gain audience insights and to retarget consumers who have landed on the homepage but did not convert.
- › **Urologist and urine-focused ad groups were top-performers** with high CTRs and conversion rates.



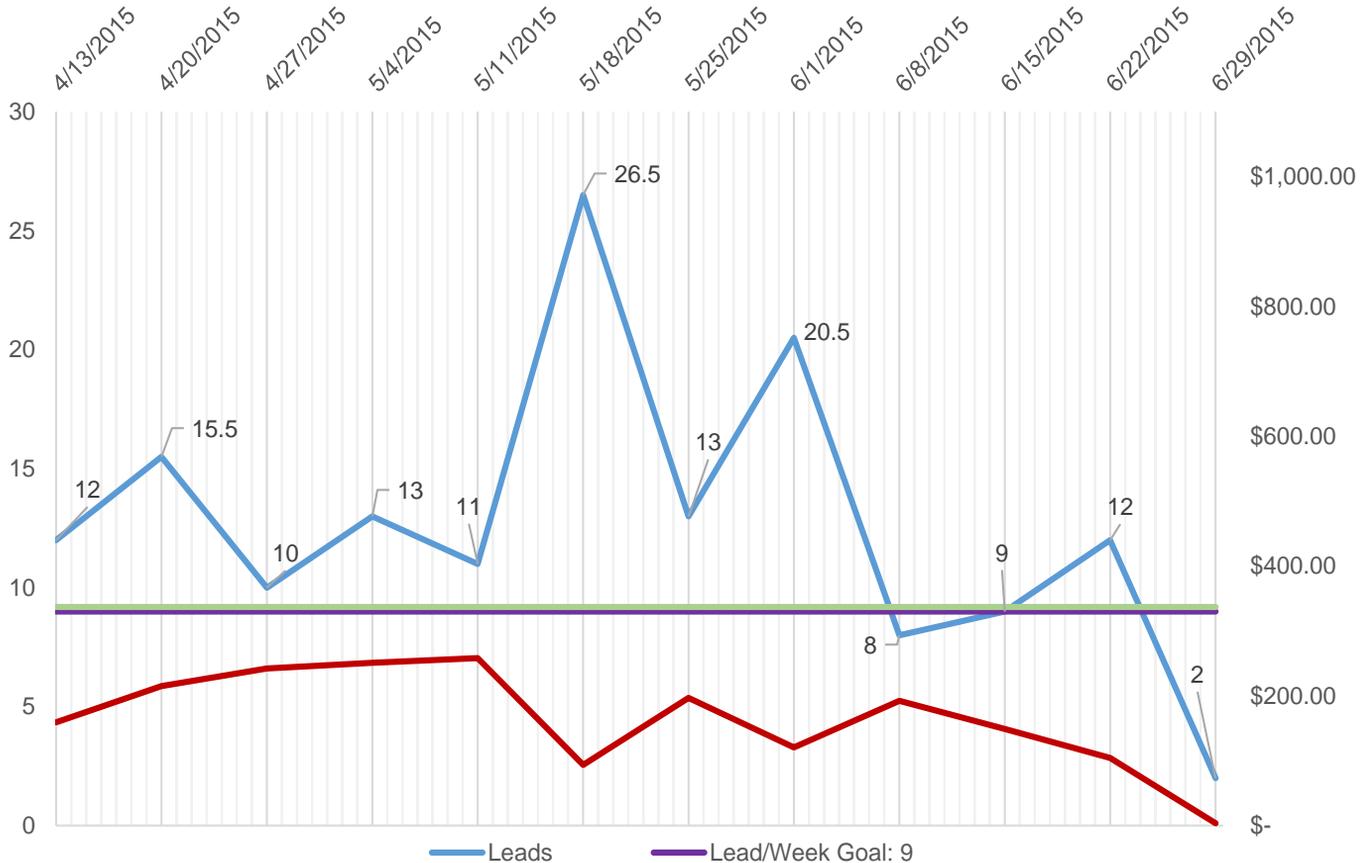
Penn Medicine Atrial Fibrillation (AFIB)

Penn Medicine AFIB



Tactic	Leads
Facebook	13
Google	96
Direct Website	12

Penn Medicine AFIB KPIs



Penn Medicine insights and learnings



- › A true “faucet campaign” when we turn it on, it starts to convert.
- › Google.com was the most effective tactic gaining **80% of the leads.**
- › Facebook had a very low CPA (\$50).



Proton Therapy

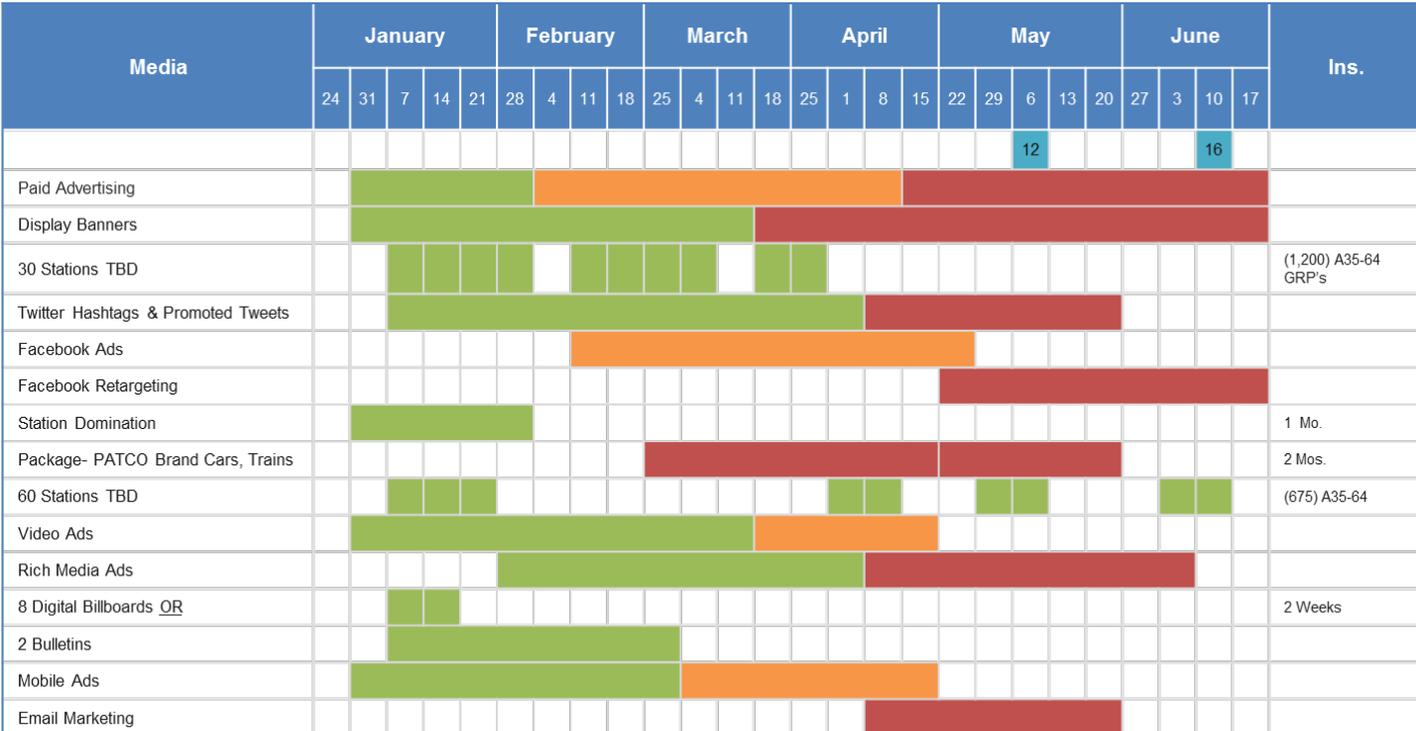
Proton Therapy

Tactic	Call Leads	Web Leads	Total Leads
Google	605	550	1155
Display	603	24	627
Proton Guide	65	130	195
Prostate Guide	13	42	55
Patient Story Print	22	--	22
Press Kit	45	--	45
Radio	13	3	16
Video	13	--	13
PR - In the News	6	1	7
Collateral	22	--	22
TV	1	--	1
Bing	38	--	38
Mailer	15	--	15
Print Ads	43	1	44
Nurturing Email	14	8	22
Proton- Social, Email		--	0
Proton. Social Ad.	2	7	9
TV Commercial 2014	1	--	1
UT Ad	2	0	2
Facebook	7	5	12
Email Newsletter	1	0	1

A/B testing

- › www.xxx.org/NOProstLM
- › www.xxx.org/SoLungRA
- › www.xxx.org/SoProtonLM
- › www.xxx.org/NOProtonLM
- › www.xxx.org/NOliverTN
- › www.xxx.org/SOProtonTN
- › www.xxx.org/NOProtonTN
- › http://campaigns.xxx.org/services/cancer-care__proton-therapy/conditions-treated
- › http://campaigns.xxx.org/services/cancer-care__proton-therapy/is-proton-therapy-right-for-me

Integrated Media Calendar



 Set the Market

 Market Interaction

 Land the Market

Driving revenue and cutting costs



Metric	Total Leads	Total CPA
Phase 1	885	\$790.96
Phase 2	233	\$665.23
Phase 3	435.1	\$606.75
Phase 4**	605	\$438.02
Phase 5	638	\$415.36
Phase 6	563	\$398.66
Phase 7	220	\$320.54 or HALF!!!!

How we did it

From the Evariant Campaign Center team lead...

- › “We worked shoulder to shoulder with this system. Created countless new landing pages to ensure relevancy, attended keyword retreats, incorporated such detailed Facebook marketing that they now have a consultant in-house dedicated to producing content. And we’ve also been able to work with their traditional agency to bridge the gap between digital and print/TV.
- › And the dollars? We didn’t want them to start thinking ‘oh...now we can spend less and get more.’ Quite opposite. We kept pushing those “saved dollars” to be used for outer market efforts, more display and added Facebook media. These are the ways to expand our dollars without “adding more budget.”



Top 5 Ways to Lower Cost per Acquisition

Pause All Unprofitable Paid Campaigns

- › Pause all those paid marketing campaigns/ad groups/keywords/ads which have generated little to no \$\$\$ in the last 3 months and/or have not assisted in conversions in the last 3 months (until your campaigns/ad groups/keywords/ads have been optimized for conversions).
- › Don't keep running all of these campaigns while you optimize a few of them for conversions. **Un-pause a campaign only when you're absolutely ready to optimize it for conversions.** Remember, with each passing minute, you may be losing tons of money on such dud ads.

Run remarketing campaigns

- › Every single day without a remarketing campaign is “**money going down the drain**” day. There is hardly any campaign on this planet which does not experience abandonment on a daily/weekly/monthly basis.
- › There is no excuse why a campaign should not run remarketing campaigns. Yet, so many systems spend little to no time and money on retargeting.
- › **Start running remarketing campaigns** on all the advertising platforms (Google Adwords, Facebook, Bing, etc.) which provide a retargeting facility.

Always retarget consumers who abandoned

- › When it comes to retargeting, you can retarget all of the consumers who...
 - Visited the campaign.
 - Visited a particular page.
 - Started any activity.

- › No matter what retargeting options you use, make sure that they always includes retargeting users who abandoned.

Grow your email marketing list



- › Marketers globally rate email marketing as the most effective digital marketing tactic and the one which delivers the best ROI. There is a reason why your inbox is always full of emails. **Email marketing works, and it work wonders.**
- › The CPA, in the case of email marketing, is lowest. In other words, it's very cheap to acquire and retain customers through emails in comparison to all other marketing channels.
- › The bigger your owned email list, the less you need to depend upon rented advertising platforms (like Google, Bing, Facebook, Twitter, etc.) which is a good thing as it reduces your ad spend.

Practice 80/20 rule

- › According to Pareto principle (or 80/20 rule):
 - 80% of your conversions come from 20% of the services.
 - 80% of your conversions come from 20% of the locations.
 - 80% of your outcomes come from 20% of the campaigns.
- › We need to find and focus on that 20% which generates 80% of the results.
- › Systems often focus on the remaining 80% that generates 20% of the results.
- › This results in money wastage and loss of potential conversions. As long as you don't understand and apply the 80/20 rule to your marketing and optimization efforts, you will keep losing money.
- › **THIS IS WHERE CPA SKYROCKETS!**

Top 5 ways to lower CPA

1. Pause all unprofitable paid campaigns
2. Run remarketing campaigns
3. Always retarget consumers who abandoned
4. Grow your email marketing list
5. Practice 80/20 rule



Questions?

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- 8/23 Webinar:
5 Data Analytics Myths – How Effective Data Analytics Are Necessary for Growing Physician Relationships
- 9/11-9/14:
SHSMD Connections
 - Stop by Booth #1103 to enter to win a StubHub gift card
 - 9/12 at 6pm: After Hours Cocktail Party at Tribune Tower
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