



Healthcare Case Study



GOAL

A leading healthcare institution with multiple locations needed to expand its services awareness and increase its customer leads.

CHALLENGES

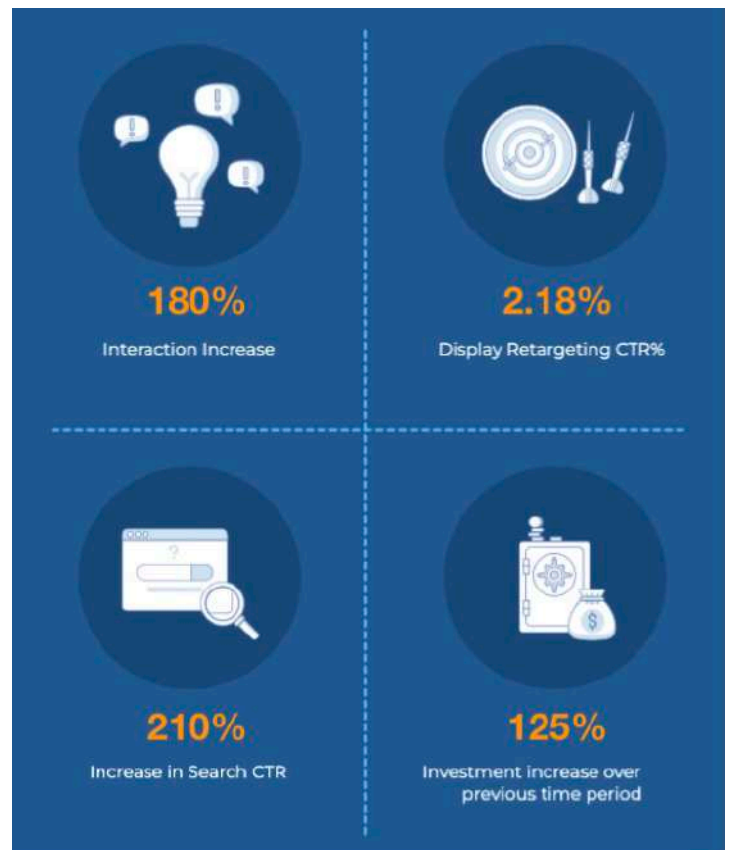
As with a majority of lead generation for healthcare, we had to expand brand awareness while simultaneously improving lead generation while supporting HIPAA regulations.

SOLUTION


DGLV's consulting team determined the first two stages - brand awareness and audience targeting - were paramount to getting qualified lead performance. DGLV built a data funnel to capture prospective patients. Between our audience strategy, range of digital touchpoint tactics and use of funnel data, we drove a 180%+ increase in lead performance.

RESULTS

- 180% YOY performance improvement
- 145% YOY Audience reach increase
- 210% Increase in Search CTR%



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