



2100 DIGITAL

TREATMENT CENTER GOOGLE ADS CASE STUDY

2100 DIGITAL SIGNIFICANTLY SCALES PATIENT ADMITS FROM GOOGLE ADS WHILE LOWERING COST PER ADMIT

90 DAY RESULTS SNAPSHOT



134% increase in pay-per-click sourced patient admits versus the previous year



25% decrease in pay-per-click sourced cost per patient acquired versus the previous year

CLIENT OVERVIEW

Behavioral health care organization providing age-specific mental health & substance use treatment that helps teens, young adults, and their families overcome challenges.

CLIENT GOALS

With expanding locations and levels of care across multiple regions and a ballooning cost-per-admission number, the client needed to efficiently and rapidly scale Google Ads results to reach census goals.

TESTIMONIAL ★★★★★

"One of the most important things to me when working with a paid advertising firm is being able to have frequent touch points. 2100 has gone above and beyond in being accessible in our native company applications to allow for efficient feedback loops and fast changes. I have been impressed with the team with regards to how well they are tracking progress on the various projects and reporting each week on what has been accomplished. They have leaned into a collaborative relationship with us, leveraging their expertise but looking for context and nuance from the organization to refine their efforts" -Chief Growth Officer



METHODOLOGY

2100 Digital deployed their principles-based approach to affect change rapidly:

- **Data:** Operationalized census data for marketing campaigns, improved measurement, build custom dashboards for monitoring results
- **Targeting:** Exhaustive historical analysis, keyword research and segmentation to reflect audiences, locations, levels of care, and user needs
- **Creative:** Analysis of blockbuster ad copy and development of USP-driven headlines and descriptions to accelerate ad testing
- **Structure:** Restructured campaigns to better match locations and levels of care, allowing for efficient budget allocation

GET A FREE AUDIT

2100DIGITAL.COM