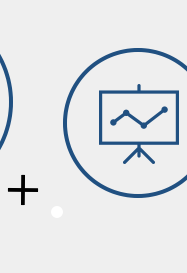


Case Study

Geofencing Ads



How Web Sprout Turned A Stale Marketing Campaign



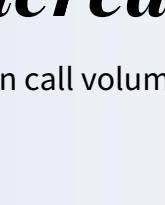
\$2,000



Spent

on Geofencing ads

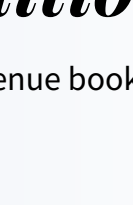
1,650%



Increase

in call volume

\$20k



Additional

revenue booked

Profile



Our Role
Marketing Management



Company
Abbey
Neuropsychology Clinic

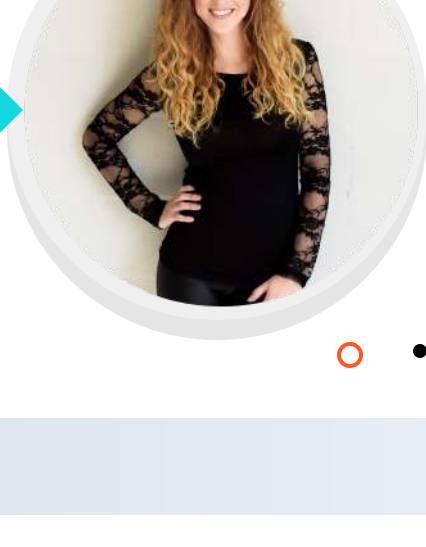


Industry
Health



Focus
Higher quality calls and leads

About Web Sprout



Nicole Farley is the owner of Web Sprout digital marketing. She founded the company in 2014 after leaving a large agency in Los Angeles. Her teams focus is on finding and developing out-of-the-box strategies for medical and health companies to bring in higher quality leads and bookings.

Challenges

Abbey Neuropsychology Clinic is a company in Palo Alto that provides ADD & ADHD treatment for children



Their services are high-ticket and range in the mid-5 to 6-figures



They receive many calls from lower-income households who want what they offer, but can't afford it.



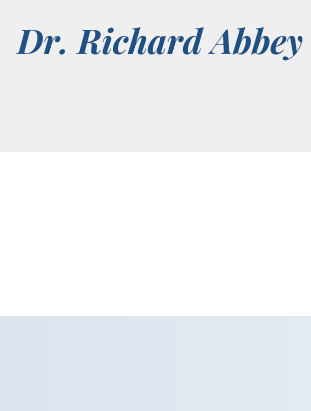
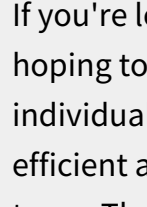
Targeting high-income households is tough and ad platforms don't offer a lot of options.



They needed a way to reach families struggling to help their children and looking for solutions.



Abbey Neuropsychology Clinic needed a way to corner the market, reach its ideal client, and offer its unique services to families in need.



Dr. Richard Abbey

If you're looking for a place to bring you next level and you are hoping to find someone that can deliver services at a boutique individualized level and deliver on those services in a very efficient and expedient way, look up Nicole and the WebSprout team. They are just nothing short of amazing.



Solution

We moved most of the budget from Facebook ads to geofencing campaigns. This was a test and although we predicted awesome results, we had no idea it would be THIS good!

Using Geotargeting, Web Sprout was able to



Create an addressable targeting campaign for the most affluent neighborhoods in their state



Add an income filter so anyone making less than \$250k per year would not see their ads



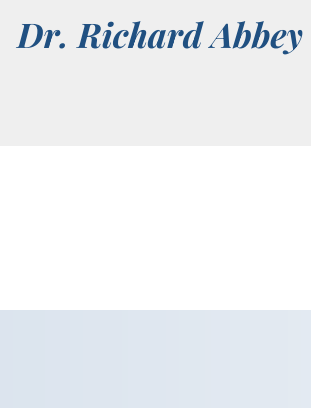
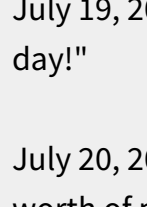
Create a remarketing campaign showing their ad to anyone who had previously visited their site



Create a keyword campaign showing their ad to anyone who looked up competitors, keywords, or related subjects



Create a second addressable campaign targeting competitors so any potential patients walking into their office would see our ads



Dr. Richard Abbey

July 19, 2021: "21 calls today! Also converted some of them! Great day!"
July 20, 2021: "Booking 2 more clients this morning! \$50,000 worth of programs very likely. Yesterday was amazing!"



Results

\$2,000 spent on geofencing ads; 1,650% increase in call volume; \$20,000 in additional revenue; 1,000% return on investment



\$20k earned
in bookings



1000% ROI
from ad spend



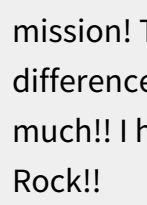
1650% increase
in call volume



\$20 cost per acquisition



Dr. Abbey and his team are busier than ever!



Dr. Richard Abbey

Had a sales meeting yesterday. One of the employees commented about the ads being so spot on that they felt like they reflected the depth to which Web Sprout understands our mission! Thank you for all your efforts! They make a huge difference and we can tell your attention to detail!! It matters so much!! I have never seen this in a marketing team! Ever!! You Rock!!



Dr. Abbey recommends Web Sprout

to any health and medical professional who wants to grow their practice, and wants to do it in a way that's targeted and professional - without the expense of an in-house team.

With Web Sprout, you'll turn your ideas into engaging targeted ads potential patients can't ignore.

See what we can do for you!

Visit www.thewebpsrout.com

