

# Building a smarter patient acquisition engine

## Challenge

### Generate more patient leads while lowering acquisition costs

- Ambitious growth and acquisition goals
- Limited visibility into the drivers of marketing performance
- Fragmented data and manual reporting slowed decision-making
- Incomplete conversion tracking restricted campaign optimization

#### THE NEED



More than campaigns, they needed visibility, a testing framework, and strategy to guide decisions.



#### Fragmented data

Marketing and CRM data lived in separate systems with no single source of truth



#### Manual reporting

Performance analysis was time-consuming and reactive, limiting speed and confidence in decisions



#### Limited conversion signals

Privacy changes restricted data shared with ad platforms, reducing attribution and optimization potential



#### Campaign strategy

No clear media approach to address user journeys, business priorities, and campaign growth opportunities

## Solution



#### Unify performance data

Connected paid media and CRM data into a single source of truth



#### Build for business priorities

Restructured campaigns around priorities to enable learning, testing, and optimizations



#### Strengthen measurement

Integrated Freshpaint as a CDP and resume conversion ingestion into the ad platform



#### Test, learn and scale responsibly

Introduced testing roadmap, identify top performers, and scale efficiently



## Outcomes

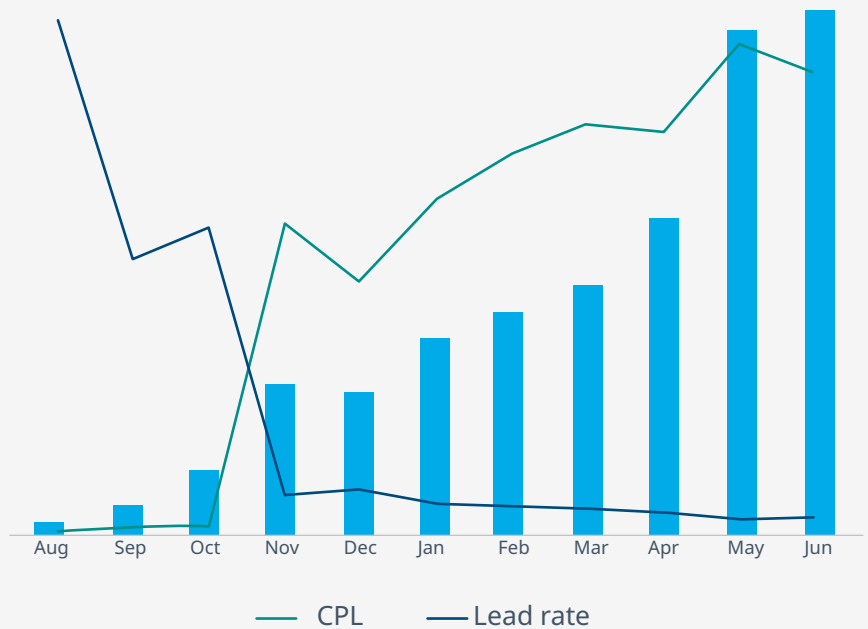
- Increased confidence in marketing strategy and optimization decisions
- Improved conversion tracking across advertising platforms
- A single source of truth for measuring media performance with the Healthcare Media Dashboard

94%

Reduction in  
cost per lead

17x

Increase in paid  
social leads



Amen  
Clinics

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