

Response Mine Interactive

CASE STUDY

Liberty Medical CPA Case Study

Client Overview

Liberty Medical is a leading provider of direct-to-consumer medical products and services. Its core business is providing blood glucose testing supplies and other diabetes management products to Medicare-eligible seniors with diabetes.

Situation

Liberty Medical had successful interactive marketing campaigns both in-house and through other agencies in paid search, organic search and media buying. Liberty was looking for additional avenues to drive incremental qualified leads in a very niche market.

Program Objective

RMI developed a CPA program for Liberty Medical that drives more than 20 percent of the total online patient sign ups.

Program Strategies

- Creation of multiple landing pages and micro-sites (10+ properties)
- Heavy Creative testing
- Supplemental paid search listings
- Secondary Search Engines (7 Search, ABC Search, etc.)
- Co-Registration
- Targeted Emails
- Organic Search

Results

• RMI's Cost-Per-Action program now accounts for 20 - 25% of all online patients for Liberty Medical.

• Since December 2007, Profiles generated by the CPA campaign have increased 75% while PPC profiles have increased by 53% and Profiles from Organic sources (SEO, Type-Ins, Bookmarks) have increased 70%.

