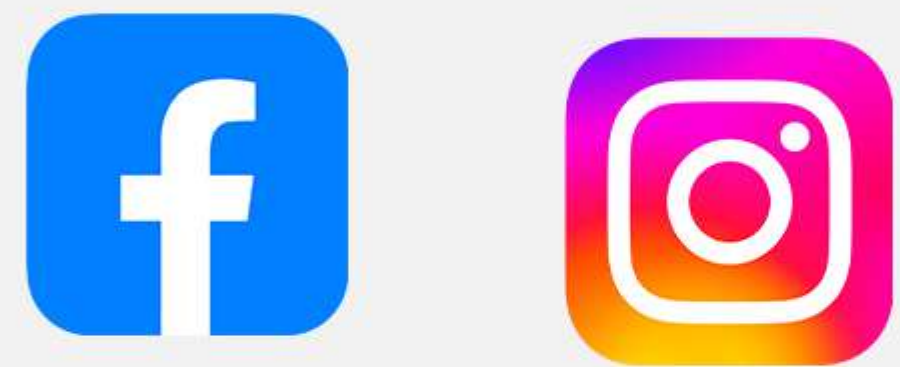


MAX HOSPITAL

- One of India's largest healthcare organizations.
- Operates 17 hospitals with 3500+ beds and 4800+ clinicians across Indiabuilt environment.

Platforms



Approach

- Expanded targeting with keywords, device, and location optimization.
- Smart budget allocation for maximum impact.
- Investigated website dropouts to improve user experience.
- Tracked lead journey for insight.
- Continuous testing of ads, keywords, quality score, and landing pages.
- Expanded reach with upcountry campaigns.
- Used GCLID tracking for better leads.
- Targeted remarketing based on user data.

Challenges

- Huge competition from competitors leading to higher CPC
- Patients avoided visiting the hospital due to the pandemic & the need for online consultations increased
- Limited budgets as compared to the previous years due to pandemic
- Difficult 6 step procedure to book appointment (including OTP verification)

Result

50% Decrease in the Avg CPC

4X Increase in Daily Appointments

60% Increase in Impression Share

32% Increase in New Patient