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CASE STUDY #4 – Business Impact of ‘Active’ Online Campaign Management & Optimization

When considering alternatives for the management of one’s online marketing campaigns, the costs of hiring a focused professional may seem expensive. The following is data that shows that NOT hiring a true specialist may be your costliest move.

‘Active’ Management

Professional online marketers know that set-up and launch of a campaign is only the beginning of the work, and that the bulk of campaign management activity occurs after launch. Campaign optimization should be an ongoing constant as you evaluate the efficacy (in terms of referral activity) of various media, ad copy & creative variants, keywords, bid levels, budget levels, click-through-rates, geo-targeting, landing pages, conversion rates, etc. In MD Connect campaigns, it is not uncommon to see hundreds of campaign adjustments made monthly, occurring on a weekly or more frequent basis.

Results

While such detailed management may be comforting, it is only beneficial if it has a real financial impact on results. Given the difficulty in performing true split A/B testing (because overlapping online campaigns will affect each other), the following three scenarios provide data supporting impact:

Scenario #1 (Major medical specialty): Managed costs down by 41%

The data below reflects one major medical specialty where MD Connect is running campaigns for more than 20 independent hospitals and surgeons. The data reflects fully-loaded client costs per referral for the 20+ campaigns during their first 6 months of campaign management.

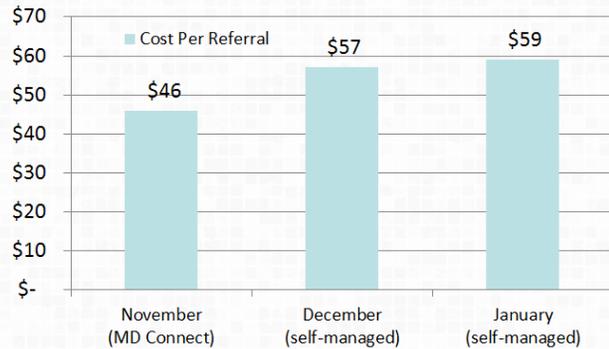




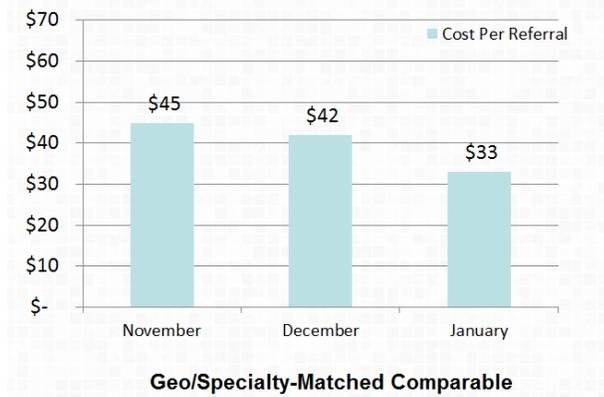
Scenario #2 (Major cosmetic specialty): Held line on costs in an increasingly competitive market

In one highly competitive cosmetic specialty where MD Connect runs campaigns in over 20 geographical markets, a client chose to try and manage their campaign (previously run by MD Connect) themselves with the following results (compared with same specialty programs across US during same time period as well as a strong comparable (in same state, in same specialty)):

Self-Managed Results: Costs increased by 23-39%

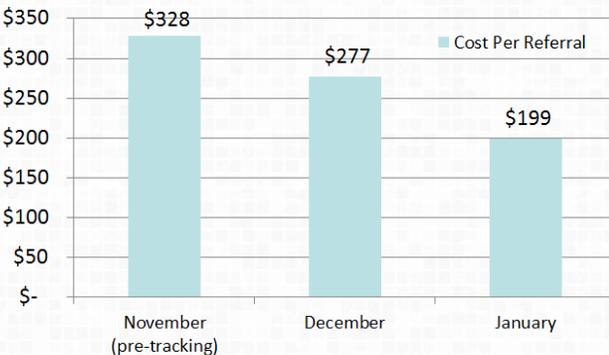


Comparative (MD Connect managed) Programs: Costs stable/decreased by 20-30%



Scenario #3 (Clinical Trial): Managed costs down by 39%

In a nationwide clinical trial where MD Connect was managing online patient recruitment efforts for over 20 investigational sites (across the US), the following shows cost per referral data (across all 20 sites) after the installation of referral tracking:



Summary

The above data (across >60 different programs) seem to indicate that **'active' online campaign management can potentially achieve cost reductions of up to 20 to 40%** (when viewed sequentially or via comparables). This impact is generally larger than the fees charged to manage these campaigns.