

# PATIENT ACQUISITION CAMPAIGN LEADS TO 3 FACILITY WAITLIST

Inspire Autism is a provider of services for autistic family members. Treating their clients as more than just one person and taking a whole-family approach, their action- and outcomes-based support cultivates familial closeness and understanding.

Specifically focused on guiding young autism patients to develop learning skills, the facility concentrates on socialization and fun, incorporating peer interaction, work, and play as part of their model. They have 7 locations throughout Michigan, and have partnered with our firm for an approximate 6 months as of the time of this writing.

Inspire Autism is growing the number of locations, and since the launch of our campaign, 3 locations have grown to waiting list status for patients. Their organic growth, along with this **patient acquisition campaign**, is the impetus for additional facilities.

## Their campaign features :

- Display
- Social Display
- Sponsor Content
- In Story Video
- SEM
- Paid Social Media

## SEARCH ENGINE MARKETING IS DRIVING CONVERSIONS

With several top performing keyphrases focused on autism testing and the diagnosis itself, the impression share for Inspire Autism's google **search campaign** is strong among their geography and against their competitive set. With a 10.2% CTR on their entries on SERPs, over half of the new users drove an engaged site session (as measured by time on site, page count, and/or conversions.)

## OTHER AWARENESS TACTICS ARE GENERATING STRONG RESULTS

Display and Social display are providing significant click results, like these from October, 2023.



**DISPLAY**  
.16% CTR



**SOCIAL DISPLAY**  
.46% CTR



**IN STORY VIDEO**  
.13% CTR



Sponsor content is also generating highly qualified site traffic. Together, all of these tactics are driving site performance metrics.



**+34% TOTAL SITE USERS**



**+28% NEW USERS**

This campaign, intended to **grow patient acquisition**, is performing well over its first 6 months, with plans to continue and grow into the future.