

# LEADS UP OVER 1,500%

## ABOUT DIAMOND HEADACHE CLINIC

Headquartered in Chicago, Diamond Headache Clinic is the oldest and largest private headache center dedicated solely to the diagnosis and management of headache pain. The organization retained Straight North to manage its PPC campaign to both increase lead generation and reduce cost per lead (CPL).



## STRATEGY

- Decrease costs over time by improving clickthrough rate (CTR) and conversion rate.
- Emphasize granular targeting to attract the most relevant users based on specific ailments.

## KEY TACTICS

- Created and implemented a custom microsite with specific landing pages that correlated to PPC ad groups, which significantly increased conversion rate and total number of leads.
- Improved conversion rate by continually testing modifications to the microsite.
- Continually tested landing pages to improve conversion rate.
- Continually improved CTR and conversion rate by qualifying traffic better at the ad level.

## RESULTS

**UP 1,544%**

Our campaign produced an increase in total PPC leads of 1,533.33 percent.

**DOWN 96%**

At the same time, our campaign produced a drop in CPL of 96.12 percent.

## AMAZING FACT

**UP 1,700%**

The first two numbers were achieved primarily due to an increased conversion rate of 1,706.66 percent. This remarkable increase is a tribute to skilled keyword research, campaign organization and testing procedures.

“Our revitalized PPC efforts have led to a significant improvement in our business. We are truly excited to have an opportunity to help so many people struggling with headache issues, who otherwise would not have found us.”

Konrad Kothmann, COO/CFO  
DIAMOND HEADACHE CLINIC



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