

# ALL KPIs MAXED OUT

## ABOUT MAXIM HEALTHCARE

Maxim Healthcare Services is an experienced provider of home health, medical staffing and wellness services. In a growing industry with more competition than ever, Maxim retained Straight North to manage its PPC campaign, to attract job searchers as efficiently as possible.

## STRATEGY

- Prioritize key markets.
- Put heavy focus on competitive research to better understand healthcare job searchers.
- Improve clickthrough rate (CTR) and conversion rate to decrease cost per lead (CPL).
- Emphasize granular keyword targeting to attract the most relevant job searchers.

## KEY TACTICS

- Narrowed campaign scope to target the most specific and best-performing keywords.
- Continually tested ad copy to increase CTR.
- Continually tested landing pages to improve conversion rate.
- Reduced cost per click (CPC) while maintaining high CTR through extensive keyword-level bid adjustments.

## RESULTS

### CONVERSIONS UP

Total conversions for the campaign increased 71.18 percent.

### CONVERSION RATE UP

The conversion rate for the campaign increased 191.91 percent.

## AMAZING FACT

### CTR UP, CPC DOWN

The campaign saw CTR more than double, to 111.10 percent, and CPC plunge 68.64 percent. All major KPIs for Maxim's campaign were met or exceeded.

“Straight North overhauled our PPC campaign and brought tremendous improvement that has had a major impact on our business.”

Shannon Ciconte, Director of Marketing  
MAXIM HEALTHCARE



**STRAIGHTNORTH**  
Make every click count.®