



FROM CHAOS TO CLARITY:

HOW WE EXPANDED A
MEDICAL PROVIDER'S
MARKET REACH

BY 35%



How We Transformed a Medical Provider's Lead Quality and Expanded Their Market Reach by 35%

At a Glance

Client:

Insight Medical Imaging

Industry:

Healthcare - Diagnostic Imaging

Services:

X-ray, MRI, CT, Ultrasound, Mammography

Challenge:

Poor lead quality from unfocused campaigns and wasted ad spend

Result:

Shifted from **57%** branded to **42%** branded conversions, capturing **35%** more service-driven demand while improving lead qualification

The Challenge: High Volume, Low Quality

When Insight Medical Imaging came to us, they were facing a problem many healthcare providers encounter when doing PPC ads: lots of clicks, but few qualified leads.

Their previous campaign setup relied heavily on Performance Max and Search campaigns with Display Network enabled. While this generated significant traffic, it came at a cost. The campaigns were casting too wide a net, bringing in users that were casually browsing across the display network rather than those actively searching for diagnostic imaging services.

Their biggest issues were:

- Diluted traffic quality: Ads appeared to users with no immediate need for imaging services
- Poor lead qualification: Unable to distinguish between serious inquiries and casual browsers
- Geographic inefficiency: Some campaigns targeted all of Canada, despite serving only Alberta locations
- Informational vs. commercial intent: Most search terms were research-focused ("brain MRI scan cost," "MRI vs CT") rather than action-oriented
- Not enough campaigns: One "MRI/CT" campaign tried to serve multiple services, affecting ad relevance and performance

For a multi-location diagnostic imaging provider focused on quick access and next-day appointments, this approach was inefficient and unsustainable.

Our Strategy: Precision Over Volume

We completely restructured their Google Ads strategy with one guiding principle: reach the right patients at the right moment with the right message.

1

Campaign Restructuring for Search Intent Alignment

We eliminated Performance Max and Display Network campaigns entirely, focusing exclusively on Search. This gave us precise control over keywords, ad messaging, and audience targeting.

The single "MRI/CT" campaign was split into individually optimized campaigns for MRI, CT, and Ultrasound, each with tailored ad groups and keyword strategies that matched specific search intents.

2

Geographic Precision Targeting

We replaced the broad Canada-wide targeting with hyper-local campaigns for Edmonton, Spruce Grove, St. Albert, Leduc, and Sherwood Park. Each campaign was optimized for its specific region, ensuring ads only reached users near an actual clinic location.

This local approach allowed us to customize messaging based on regional demand and direct users to their nearest facility, dramatically improving lead qualification.

3

Commercial Intent Keyword Optimization

We shifted focus from informational queries to high-intent commercial searches. Instead of competing for terms like "brain MRI scan cost," we targeted location-specific service searches like

**"ultrasound
Spruce Grove"**

**"diagnostic
imaging St.
Albert"**

**"CT scan
near me"**

These terms were used by people ready to book or inquire, not just doing research.

The Results: Quality Over Quantity

The impact was immediate and measurable.

Lead Quality Transformation

High-intent keywords proved to be the foundation of our success:

- Long tail keywords like "ultrasound spruce grove" achieved CTRs above 40%
- Conversion rates exceeded 30% for location-specific searches
- Ad relevance scores improved across all campaigns

Market Expansion & New Patient Acquisition

However, the biggest indicator of success was the shift in conversion distribution:

Before our management:

57% of conversions came from branded searches (patients already familiar with Insight Medical Imaging).

After our management:

After our management, these branded conversions dropped to **42%** of total conversions.

Far from being a loss, this shift is very positive. The campaigns now capture **35%** more demand from those searching for specific diagnostic services rather than the brand name. That means we're attracting new patients who are actively seeking services but haven't heard of Insight Medical Imaging before.

In other words, we're expanding their market reach while simultaneously improving lead quality, a true success story in performance marketing.

Sustainable, Scalable Growth

By focusing on commercial intent and geographic precision, we created a campaign structure that:

Qualifies leads automatically through keyword selection

Scales efficiently by location

Maintains consistent performance across service lines

Reduces wasted spend on irrelevant traffic

Is Your Medical Practice Struggling with the Same Issues?

If you're a healthcare provider dealing with high PPC ad costs but low-quality leads, you're not alone. Many diagnostic imaging centers, specialty clinics, and medical practices face the same challenges Insight Medical Imaging did:

✓ Too much traffic from the wrong audience

✓ Difficulty measuring true patient intent

✓ Campaigns targeting too broad a geographic area

✓ Low conversion rates despite high click volume

✓ Unclear ROI from your advertising spend

You don't have to accept this as the status quo or settle for underwhelming results. Our specialized PPC ads for healthcare providers drive qualified patient appointments, not just clicks, to your practice.

Ready to transform your lead quality and expand your market reach?

Let's talk about how we can replicate these results for your healthcare business.

Contact Hop Skip Media today to discover how we can transform your advertising performance and fuel sustainable business growth, just like we did for Insight Medical.

DO YOUR PPC CAMPAIGNS NEED SOME ATTENTION?

Contact the Hop Skip Media
team of PPC experts today &
take your PPC ads from
“whatever” to “**wow!**”.



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