IGNITE × PULSE

PULSE CASE STUDY

HEALTHCARE

Medical & wellness practice

From a stalled pipeline to a $72 CPA in under 45 days.



$72
CPA
Down from $500–$1,000+ per patient

20x
Conversion growth
From near zero

40+
Qualified inquiries
In under 45 days

01 The challenge

A local medical and wellness center kept investing in digital media and getting almost nothing back. Conversions were nearly nonexistent, and cost per patient had climbed to $500–$1,000.

Targeting was too broad, tracking was inconsistent, and there was no way to find the high-intent patients this specialty category needs.

02 The approach

- **Layered intent audiences** using behavioral and deterministic data to find likely patients
- **Separate prospecting and retargeting** for each stage of the patient's decision
- **Meta, display and audio** to build a qualified prospect pool
- **Display retargeting** to re-engage warm audiences and convert them
- **Closed-loop attribution** from ad exposure to patient inquiry, optimized for CPA

03 The results

- CPA fell from $500–$1,000 to **$72**, a better-than-85% improvement
- Conversions grew **20x**, to **40+ qualified patient inquiries** in under 45 days
- Both prospecting and retargeting drove lower-funnel activity
- For the first time, the practice could **see which channels and audiences** drove real results

CHANNELS & TACTICS

Meta · Display · Audio · Display retargeting · Intent audiences · Closed-loop attribution

They had a conversion problem, not a budget problem. Meta, display and audio built the funnel, and retargeting closed it.

Results reported by PULSE · client anonymized.

IGNITE

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Jason Dunham | Ignite | jdunham@ignitecompany.com | ignitecompany.com

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