

CASE STUDY



WHO THEY ARE

American College of Healthcare and Technology (ACHT) and the California Healing Arts College (CHAC) - are prominent institutions with 4 campuses dedicated to providing comprehensive education and training in the healthcare sector. ACHT is renowned for its commitment to excellence in healthcare education, offering a wide range of accredited programs designed to prepare students for successful careers in various healthcare fields. On the other hand, CHAC is recognized for its specialization in holistic healing arts education, focusing on alternative and complementary healthcare practices.

WHAT WE ACHIEVED

In collaboration with The American College of Healthcare and Technology (ACHT) and the California Healing Arts College (CHAC), our marketing agency set out to refine their student recruitment strategies and achieve cost efficiencies in their Paid Search advertising campaigns. Over a 6-month period, our targeted efforts have led to significant improvements in key lead generation metrics, showcasing the effectiveness of our approach. By auditing existing campaigns, strategically reallocating budgets, and continuously optimizing performance, we aimed to maximize return on investment for both institutions.

The results were impressive: we achieved an **83.5%** increase in qualified leads within the Los Angeles, CA market and realized a **33.6%** reduction in Cost-Per-Lead. Additionally, our strategies generated cost savings amounting to \$360,000 over the 6-month period, highlighting our ability to deliver both financial benefits and enhanced recruitment outcomes.

Our collaboration with ACHT and CHAC underscores the significant impact of strategic marketing on lead generation and cost efficiency. By leveraging data-driven insights and optimizing campaigns, we enhanced student recruitment outcomes and delivered substantial cost savings. This case study demonstrates our commitment to achieving exceptional results for accredited healthcare institutions, driving improvements in key performance metrics and ensuring long-term success for our clients.



HIGHLIGHTS

6-MONTH YOY COMPARISON

- Achieved an average increase of **83.5%** in qualified leads within the Los Angeles, CA market
- Realized a remarkable **33.6%** reduction in Cost-Per-Lead
- Generated overall cost savings amounting to **\$360K** over 6-month period of time



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