




Eldercare Home Health

AN "AFTER HOURS" QUIZ THAT CUT COST PER LEAD BY MORE THAN HALF!

What challenges was Eldercare Home Health looking to solve?

Eldercare only runs campaigns within business hours, meaning anyone searching for their services after hours wouldn't see their ads. They wanted to test a landing page quiz, without compromising call volume within business hours. So we tested a campaign pointed to a quiz, limited to after hours, as a way to capture additional lead volume.

Pain Points	ParaCore Solution	Results
 <ul style="list-style-type: none">• An unreachable market outside of business hours• A stagnant Cost per Lead• A low quality on lead forms	 <ul style="list-style-type: none">• We took our existing Unbounce landing page, replacing the call to action "call us" with a quiz for those searching outside of business hours• To maintain call volume within business hours, while reaching prospects evenings/weekends, we launched an "after hours" campaign utilizing a quiz form	 <ul style="list-style-type: none">• Within the first 6 weeks of running ads after hours to the quiz landing page, we immediately saw improved performance.<ul style="list-style-type: none">◦ A Cost per Lead less than half of what it was previously◦ A Conversion Rate that increased 32% when compared with the daytime Conversion Rate



Paracore is terrific! If you're looking for an experienced, professional PPC management company to help with your company's search advertising you'll be happy to have found them. Adam and his team are knowledgeable, responsive and a pleasure to work with. They handle our Google Ads, display advertising, facebook advertising and Instagram advertising. They also handle our landing pages. Highly recommended!

MALCOLM MARCUS

Vice President, Eldercare Home Health

For more information, visit www.paracore.com or
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