




# GT Medical Technologies

## HOW A PATIENT EVALUATION QUIZ DECREASED SEARCH COSTS BY ALMOST 50%

### What challenges was GT Medical Technologies looking to solve?

GT Medical Technologies was struggling with a high Cost per Lead on their search campaigns specifically. The previous call to action didn't seem to resonate with users in research mode, seemingly wanting a higher confidence in eligibility for the treatment option.

Pain Points	ParaCore Solution	Results
 <ul style="list-style-type: none"><li>• A high Cost per Lead on Google campaigns</li><li>• A Call to Action that was not converting leads at the desired cost</li></ul>	 <ul style="list-style-type: none"><li>• We took our existing Unbounce landing page and swapped the previous downloadable patient brochure with a patient evaluation "quiz" instead that would immediately qualify or disqualify someone for the treatment option</li></ul>	 <ul style="list-style-type: none"><li>• From Q1 to Q2, we saw an immediate improvement in our search campaign performance<ul style="list-style-type: none"><li>◦ A Google Cost per Lead that decreased 47%</li><li>◦ A Conversion Rate that increased 15% quarter over quarter</li></ul></li></ul>



*"ParaCore is great to work with, with a very friendly, kind team that consistently delivers on their promises and our goals. The results after 3 months were impressive, so we extended our project and increased our investment."*

#### **ASHLEY HUPMAN**

Director of Marketing, GT Medical Technologies

For more information, visit [www.paracore.com](http://www.paracore.com) or  
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