thrive
BUSINESS MARKETING

# MEDICAL SUPPLY CASE STUDY

An ecommerce supplier of medical supplies was losing revenue on ads and needed help turning the business around.

## AT A GLANCE

### CHALLENGES

- SEO rankings falling
- Ad spend continuing to grow - now up to $30k/mo
- Confused how revenue and sales numbers do not match reports

### RESULTS

- Increased SEO rankings 677%
- Decreased ad spend by $12k/mo
- Improved purchase completions by 34%
- Increased monthly revenue by more than $87k/mo
- Added a net gain of $1.3million annually to the business

## ABOUT THRIVE

Thrive Business Marketing helps businesses turn digital marketing into measurable growth by attracting qualified leads & converting more of them into customers.

Our work focuses on building stronger visibility, improving lead quality, reducing wasted ad spend, and creating clearer systems for tracking what drives revenue.

To learn more about how Thrive's digital marketing creates growth, visit:

https://thrivesearch.com

## CLIENT PROFILE

A national provider of medical supplies contacted us after believing their revenues were not matching the "success" their prior agency was touting. They asked us to analyze and report back with our findings.

## SOLUTIONS WE IMPLEMENTED

- Evaluated ecommerce system and setup
- Assessed sales, flow-through, margins, and marketing channels to build ROI-map
- Delivered final reporting showing glaring issues in SEO and Google Ads. Client then asked us to take over...
- Initiated website conversion improvement project
- Took over and optimized complete SEO and Ads structure

## RESULTS THE CLIENT SAW

### Accurate Measurement

Our analysis showed actual conversion rates were 90% lower than what was previously reported. We fixed all tracking abnormalities and brought their tracking to 100% accurate.

### Ads and Purchase Improvements

Monthly Ad costs dropped 40% from $30k to $18k/mo while simutaneously improving Click-through Rate by 63% and increasing purchase completions by 34%.

### SEO Improvements

Through our complete organic / SEO restructure, we increased the overall rankings of the website by 677%, increased Google fist-page rankings by 312%, and increased SEO traffic by 185%

### Revenue and Savings

We were able to increase the revenue earned by more than $87,000 per month, while continuing to keep their Ad spend at approx $12,000 per month less than when we started. In the first year, we created a net gain of $1.3million in annual revenue.