

CUSTOMER CASE STUDY

# Winning With Direct-To-Patient Marketing: How Intus Healthcare Increased New Patient Sales Of Home Sleep Tests

## THE CHALLENGE

Google's ranking algorithm changed, causing organic website traffic to decline

Intus Healthcare's organic traffic had dropped after a change in Google's algorithm affected their page ranking. They decided to implement a digital marketing strategy to address these issues and increase online visibility and sales from their CPAP website and for their in-home Sleep Test. Tom and his team believe that people suffering from sleep disordered breathing should be free of any barriers to access the information, products and services they need, but as long as the business's organic traffic suffered, their opportunity to assist people was also diminished.

## THE SOLUTION

Use direct-to-patient marketing to find and engage new customers, and increase conversions by improving the customer experience

Tom and his team wanted to get back to the web traffic levels they had experienced before August 2018 and even earlier. They use Somnowell Marketing to develop an ongoing, highly optimised direct-to-patient digital marketing strategy and campaign to increase online sales of Home Sleep Studies. To recover and exceed their previous page ranking, they also use them to implement best practice SEO and develop a new website that would drive conversions by truly improving the customer experience.

The initial design and creation of the digital marketing campaign was quickly finished in four weeks and it went live in January 2019. Far from being 'set and forget', it continues to be optimised and adjusted for ongoing improvement and to maximise Intus Healthcare's return on investment.



“ We chose Somnowell Marketing because of their experience in the sleep therapy industry. We're very pleased with the work they have conducted and the early indications of the impact are very encouraging. ”

Tom Parr, General Manager  
Intus Healthcare Limited

### INDUSTRY: Healthcare

Intus Healthcare has been helping people with Sleep Disordered Breathing (SDB) for many years, supported by a number of e-commerce and educational websites. Intus cater for both private-paying individuals across Europe and supply numerous NHS Hospitals and sleep clinics with equipment throughout the UK.

### MARKETS: UK

## THE RESULTS:

**43%**

reduction in cost-per-sale

**118%**

increase in website conversions



improved page load speeds from over 7 seconds to under 3 seconds.



increased positions of 40 keywords within first 3 months

**374%**

increase in conversion rate

**73%**

increase in visitor time spent on website



ongoing increases in Domain Authority score each month