



presents:

How We Used Remarketing Ads to Drive Lower Funnel Engagement

a digital marketing case study



The Company



Type

Physician Certification

Case Study Content

User Experience

Pay per Click Advertising

Conversion Optimization

The Situation

The American Registry of Diagnostic Medical Sonography (ARDMS) is one of the premier credentialing agencies for sonography and ultrasound professionals. To receive their credentials, a professional must meet the application criteria and ultimately sit for an exam.

These lifelong learners build careers off of excelling at testing and exams. Because of this, practice exams for ARDMS credentials are in high demand. In fact, ARDMS observed that their audience often takes a practice exam before they even apply to sit for the full exam. They want to know exactly what's in store for them.

In helping our client grow their business, the key question became: How can we get more of their audience to take practice exams since those that do almost always go on to apply for the actual exam?

What We Did

The website already heavily promoted practice exams. There was a fee associated with them, which we suspected turned some visitors off. We wanted to “win back” professionals who either didn't apply for a particular exam or didn't purchase a practice test.

The solution: remarketing ads coupled with an irresistible offer. Not only is remarketing often the least expensive way to advertise, the audience is already warm and likelier to convert.

Using Google Analytics, we were able to create an audience that:

- Viewed a key exam page
- But didn't apply or purchase a practice exam

With this audience, we then leveraged remarketing ads to expose an irresistible, exclusive offer: a free practice exam voucher. The remarketing ads followed users around the web as they visited other sites, with the goal of persuading them to return to the ARDMS site to claim their free practice exam.

Results

The first full calendar year that these remarketing ads were leveraged, we saw a 24% conversion rate, with some months converting as high as 33% (accounting for seasonality within the industry).

The offer received 1,833 clicks and 438 additional practice exam requests. Since many of the professionals who take practice tests go on to sit for the full, paid exam, this remarketing campaign is worth its digital weight in gold.

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ARDMS

Free PVI Practice Exam

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