



CASE STUDY

Six Months, One Year

A Home Healthcare Growth Case Study

How a home healthcare provider used six months of a fully tracked Google Ads strategy to already surpass its entire prior year in online and social-driven sales.

HOME HEALTHCARE

LOCAL LEAD GENERATION

FULLY TRACKED STRATEGY

H1 2026 ALREADY BEAT

All of 2025

\$203,450

INTERNET & SOCIAL SALES, FIRST 6 MONTHS OF 2026

\$196K

15%

+96%

All of 2025

Conv. Rate

Site Sessions



THE CHALLENGE

A Strategy That Couldn't Be Measured

The prior year ran on social reach alone. Google Ads was barely tested, nothing was tracked past a click, and there was no way to tie spend to an actual lead.



Google Barely Tested

A four-day test brought in under \$222 of spend and 759 clicks, with no conversion data at all.



No Call Tracking

Phone calls, the highest-intent action a prospective client can take, weren't being tracked or prioritized anywhere.



Reach Without Results

Social impressions looked strong on paper, but there was no reliable way to connect that reach to real sales.

They needed a channel that could prove what was actually working.

OUR APPROACH

A Fully Committed, Fully Tracked Channel

Every change this quarter was built around one goal: know exactly which dollar produced which lead.



Search + Performance Max

Consolidated 100% of budget into the better-performing Performance Max campaign.



Phone Call CTA

Calls convert fastest, so contacting the business became the number one call to action.



Full Conversion Tracking

Calls, form fills, and contact-page visits all tracked for the first time, tying spend to real leads.



Negative Keywords

Housing and nursing-home searches filtered out to cut spend on people who weren't a fit.

THE RESULTS

Six Months Already Beat the Full Prior Year

\$203,450 in internet and social sales through June, versus \$196,052 for all of 2025.



\$203,450

SALES, FIRST 6 MONTHS

2026, already ahead of 2025



15.04%

CONVERSION RATE

~3x industry benchmark



+96%

WEBSITE SESSIONS

Quarter over quarter



\$1.74

AVG. COST PER CLICK

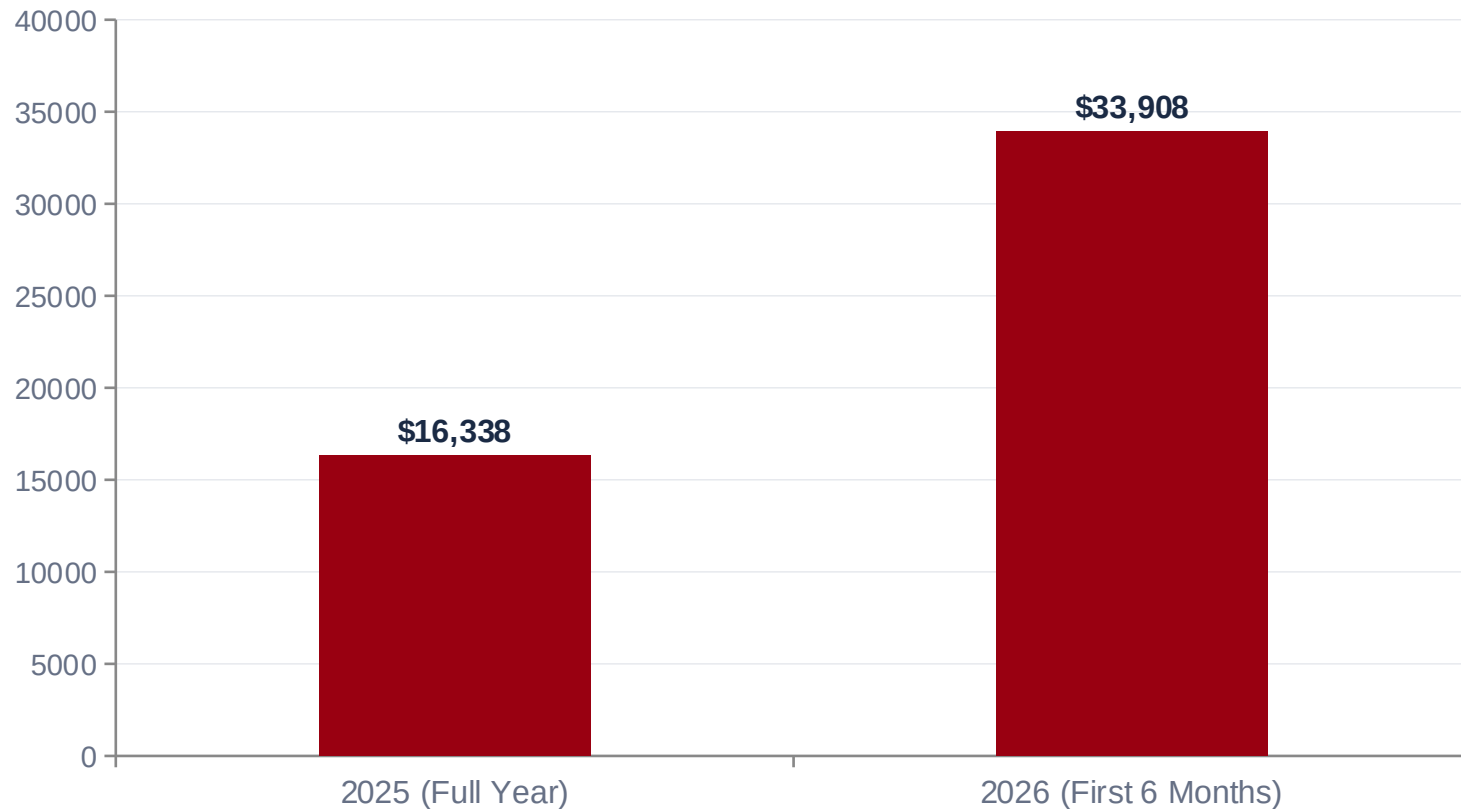
Efficient, high-intent traffic

229 tracked conversions this quarter alone, for the first time ever traceable to the dollar.

GROWTH TRAJECTORY

The Monthly Pace More Than Doubled

Average Monthly Internet & Social Sales



Pace, Not Just Total

The full year of 2025 averaged about \$16,300 a month. The first six months of 2026 averaged nearly \$33,900 a month, more than double the pace, on a channel that is now fully tracked.

PROGRAM PERFORMANCE

Q2 2026 Google Ads, Start to Finish

Metric	Result
Clicks	1,362
Impressions	22,412
Click-through rate	6.08%
Average cost per click	\$1.74
Spend	\$2,376
Conversions	229 (15.04% rate)



What's Converting Best

Staffing and hiring searches convert above 60%. Branded and hospice-specific searches convert 50 to 60%, the strongest signals in the account.

Primarily women 45 to 65+, engaging most on Tuesday evenings and Wednesday mornings.

KEY LEARNINGS

What Made the Difference



Calls convert fastest

Prioritizing the phone call CTA was the single biggest strategy shift of the quarter.



Hospice searches convert hardest

Hospice-specific search intent converted at 60%, the strongest theme in the account.



Negative keywords cut waste

Filtering out housing and nursing-home searches kept spend on people who were actually a fit.



Consolidation beat fragmentation

Pausing the legacy campaign and moving 100% of budget to Performance Max improved results.



A reach drop isn't a failure

Social impressions fell as budget shifted to Google, but engagement rate per impression jumped over 1,500%.



Fresh content keeps messaging sharp

A 90-day filming cadence for testimonials and clinical staff keeps the story current and credible.

WHAT'S NEXT

Building On a Fully Tracked Foundation

1

Report on phone conversion lift from the new call CTA, now that a first full month of data is in.

2

Continue refining negative keywords to cut any remaining housing or facility search waste.

3

Film new clinical director and team intro videos on a 90-day content cycle.

4

Lean further into skilled nursing messaging: trach care, vent support, and medication management.

5

Expand paid social to reinforce the search themes that are already converting best.

Ready for Results Like These?

This home healthcare business beat its entire prior year in six months, on a channel we made fully trackable for the first time. We build growth systems, not just campaigns.

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