

# CASE STUDY: MEDICAL DEVICE COMPANY

## PARTNER OVERVIEW

Cincinnati-Based medical device company. The company is in a highly competitive space and is a younger organization vs. their competition.



## GROWTH HURDLE

The C-level activated some Google AdWords campaigns but didn't have anyone actively managing them on an ongoing basis. They understood their products were being searched for but simply didn't have the time or technical talent to really optimize these channels effectively.



## OUR SOLUTION

Grey Matter was pulled in to run a full Google AdWords audit, including on their competitors. We analyzed the current state of the market as well as gathered the appropriate data to position the company to be found for the right search terms. We were able to activate more campaigns, craft the appropriate ad copy, and test all of our assumptions to ensure we optimized our campaigns for conversions. Alongside this, we also recommended and implemented ongoing retargeting campaigns.



## OUR RESULTS

**3X** Increase in Conversions

**ZERO** Increase in monthly spend for client, simply "spent smarter"

**115,000** More Impressions Per Month

