

From Stalled Pipeline to \$72 CPA: Specialty Medical Conversion at Scale

Objective: Build a qualified patient conversion funnel in a competitive high-intent category and drive CPA from four figures to double digits.



20x

Conversion Growth



\$72

CPA (from \$500-\$1,000+)



40+

Qualified Inquiries in 45 Days



100%

Closed-Loop Attribution

The Challenge

A local medical and wellness center was investing consistently in digital media and getting almost nothing back. Despite ongoing spend, meaningful conversions were nearly nonexistent, and cost per acquisition had climbed to between \$500 and \$1,000 per patient. Targeting was too broad, conversion tracking was inconsistent, and there was no framework for identifying the high-intent patients this category requires.

In a competitive specialty medical category where the wrong audience wastes every dollar spent, broad platform defaults were not going to produce the conversion funnel the practice needed.

The Solution

PULSE built a precision omnichannel strategy designed to solve three problems at once: finding the right audience, reaching them across the right channels, and measuring every action they took.

- Multi-layered behavioral and deterministic intent-based audience targeting to identify high-propensity prospects
- Separate prospecting and retargeting structures for each stage of the patient decision journey
- Omnichannel activation across META, Display, and Audio
- Retargeting via Display to re-engage and convert warm audiences built through prospecting
- Closed-loop attribution connecting ad exposure directly to lower-funnel patient inquiries
- Continuous optimization focused on CPA efficiency and qualified conversion volume

The Results

In less than 45 days, the strategy transformed a stalled conversion pipeline into a high-performing patient acquisition channel.

- CPA dropped from \$500 to \$1,000 per patient to \$72, a better than 85% improvement driven by audience precision and channel strategy
- Conversion volume grew 20x, from near zero to 40+ qualified patient inquiries in under 45 days
- META, Display, and Audio working together built a qualified prospecting audience that Display retargeting then converted
- Both prospecting and retargeting campaigns produced lower-funnel activity, confirming the full-funnel approach worked
- Closed-loop attribution gave the practice a clear view of which channels and audiences were driving real results for the first time

The company had budget. What they did not have was a precision system built around the right audience. META, Display, and Audio built the funnel. Retargeting closed it. That is how you get from \$1,000 CPA to \$72 in under 45 days.

The Impact

Most digital advertising in specialty medical defaults to broad awareness approaches that generate impressions while missing the patients who actually convert. PULSE built the opposite: a layered precision system where META, Display, and Audio identified and engaged the right audience, and Display retargeting nurtured them to conversion.

A CPA of \$72 in this category is not an incremental improvement. It is a structural change in how this practice acquires patients and what digital media can do for a specialty healthcare business.

Key Takeaways

- They had a conversion problem, not a budget problem. Precision audience targeting fixed it within 45 days.
- Multi-channel activation across META, Display, and Audio built the kind of audience quality that single-platform approaches never delivered.
- Display retargeting was the conversion layer that turned warm prospects into qualified patient inquiries
- Going from near-zero conversions and a \$500 to \$1,000 CPA to 40+ conversions at \$72 is what happens when the right strategy is finally in place.
- Closed-loop attribution made every dollar accountable and gave the practice a scalable, repeatable model to build on.

Ready to get started?

Contact Now

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