

A Oneupweb Case Study.

DAVITA®





WWW.DAVITA.COM



DaVita®

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DaVita is the nation's leading provider of dialysis services for those diagnosed with chronic kidney failure, a condition also known as chronic kidney disease (CKD). They have over 1,500 outpatient dialysis facilities and acute units in over 700 hospitals. Located in 43 states and the District of Columbia, DaVita serves approximately 115,000 patients.

» THE CHALLENGE:

DaVita originally partnered with Oneupweb in 2007 to help raise brand awareness and drive patients to their website. An aggressive paid search campaign was put into place to do just that and numbers were on the up and up in a matter of weeks.

But as the economy started to decline, healthcare faced some important challenges. DaVita knew that they needed to not only raise awareness about their care and services offerings, but also to drive qualified traffic to the site, including those who had been diagnosed with chronic kidney failure and their loved ones. And not only that, they needed this traffic to result in patient placement for their kidney services.

» THE RESULTS:

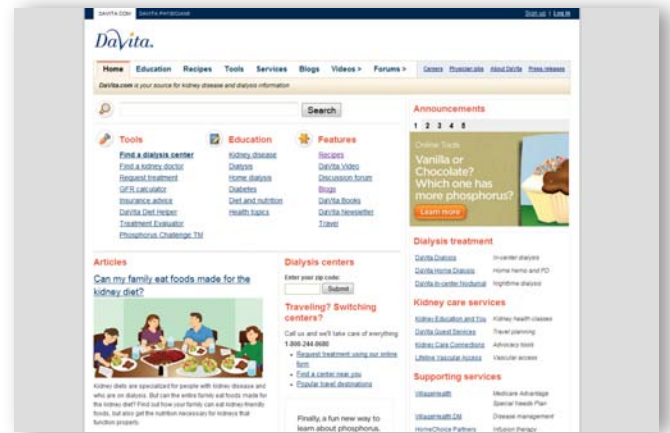
- * In the past year unique visits to the site—including those who have been diagnosed with chronic kidney failure and their loved ones—increased 48 percent.
- * Website conversions are also up, 34 percent. This includes people registering to receive special tools and newsletters from DaVita as well as those requesting dialysis treatment directly from the website. It indicates that awareness is increasing successfully among qualified patients and their families.
- * To break it down even further, the number of people specifically conducting dialysis center searches on DaVita.com has increased 16.5 percent in the past year alone. This means that DaVita has successfully become one of the leading resources for patient placement for kidney services.
- * In 2009 the cost-per-click was reduced by \$.05, which resulted in \$24,000 in savings for DaVita at a time when the amount of quality traffic visiting their site, and more importantly, converting on their site, was at an all-time high.
- * In one year, the number of search terms that DaVita received traffic on increased 35 percent. This means that the online campaign is helping to drive brand awareness—and in return, drive patients to the website, and ultimately, in the door.
- * During that same year, branded search volume increased 60 percent—meaning that the paid search campaign positively increased DaVita’s reach across the nation.
- * DaVita currently tracks over 20 brand engagement points through the use of ROI trax®, revealing that 54 percent of the patients who visit the DaVita site as a direct result of the paid search campaign end up interacting with the brand in some way—requesting more information, signing up for an e-newsletter or calling a representative to talk further about their care.

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» THE TACTICS:

Oneupweb took a hard look at DaVita's paid search campaign (PPC) as the economy started to shift. The ads were already bringing a large number of new patients and their family members to DaVita's website, and resulting in a high number of conversions. These conversions included patients and family members interacting on forums, requests to receive recipes via email and requests for insurance advice—all showing that patients were using DaVita as a leading healthcare resource.



However, with the goal of further increasing patient placement for kidney services, Oneupweb worked diligently to expand DaVita's relevant keyword set, drawing in highly qualified patients who were using non-branded search queries for things like "dialysis treatment" and "dialysis symptoms". The Oneupweb team also consistently monitored the performance of each individual campaign, refining where necessary to increase results across the board.

» The Takeaway:

Your customers and prospects are looking for your products and services online. They're conversing with friends on Facebook, scouring blogs, consulting iPhone apps, using search engines and more. Are you there to greet them?

At Oneupweb, we'll ensure they find you—no matter where or when they're looking. We're relentless when it comes to connecting brands to consumers with digital marketing. It spelled success for DaVita, and it can for your brand, too. Because everybody's looking for something special, and there's nothing better than finding it.

FIND WHAT YOU'RE LOOKING FOR AT ONEUPWEB.COM.
REQUEST A PROPOSAL TODAY.