

CUSTOMER STORY · HEALTHCARE

U.S. Healthcare Marketing Team

433%

Growth in Monthly B2B Leads

A U.S.-based digital health company offering remote therapy solutions for healthcare providers faced a persistent challenge: their paid media campaigns were reaching patients instead of decision-makers, resulting in low-quality leads at a high cost of \$172 per lead. INSIDEA designed a...

PARTNER TIER

Elite Solutions Partner

HubSpot's highest partner tier

ACCREDITATIONS

Five HubSpot Solutions Partner accreditations

HubSpot
OnboardingPlatform
Enablement

CRM Data Migration



Custom Integration



CRM Implementation

THE CHALLENGE

A U.S. digital health company had built a platform designed for both healthcare providers and patients but this dual audience created a significant marketing blind spot. Paid media campaigns on Google and Meta were reaching both audiences simultaneously, making it nearly impossible to communicate a clear, provider-first value proposition. The result was a bloated cost per lead, low-quality conversions, and a...

WHAT INSIDEA BUILT Performance Marketing (PPC)

✓ Audience Segmentation

The team built separate campaign structures for B2B and B2C audiences, ensuring that provider-facing ads reached clinic managers and hospital administrators, not...

✓ Provider-Optimized Landing Pages

Landing pages were rebuilt specifically for enterprise buyers, with messaging, proof points, and form structures that spoke to the needs of healthcare organizations...

✓ Full-Funnel Campaign Architecture

Campaigns were designed to align with each stage of the healthcare B2B buyer journey, from awareness and consideration through to decision and demo request. Ad formats...

✓ Continuous Optimization and Phase Shift

In the second phase of the campaign, INSIDEA shifted strategy from maximizing volume to maximizing value, reducing click volume but more than doubling conversion output....

MEASURABLE RESULTS

433%

Growth in Monthly B2B Leads

70%

Reduction in Cost Per Lead

3.5x

Landing Page Conversion Increase

5.98%

Google Ads Click-Through Rate

Want results like these in your business?

A 30-minute strategy call to map your systems and goals. Fixed-fee proposal if we are a fit.

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