

CAPTURES RECORD LEAD VOLUME DURING UNPRECEDENTED MARKET CONDITIONS OF COVID-19

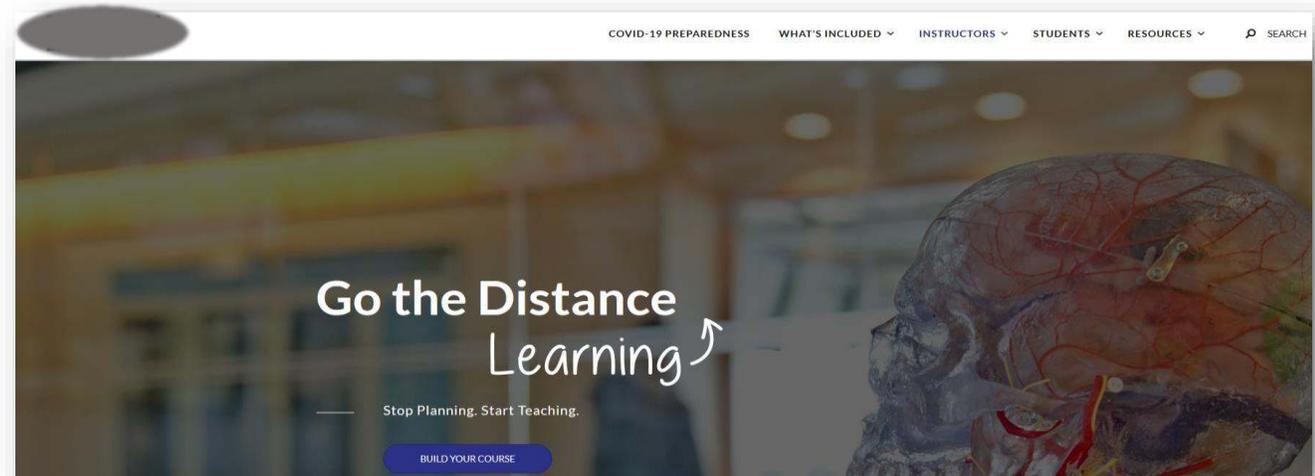
Business Challenges

- Minimal digital footprint & new site launch
- Narrow target audience & niche market
- Mixed intent search traffic

(un)Common Approach to PPC

- Custom user messaging & landing pages
- Continuous optimization driven by ongoing, data-driven research & testing

(un)Common Results



Week-over-Week Conversions & CPL

