

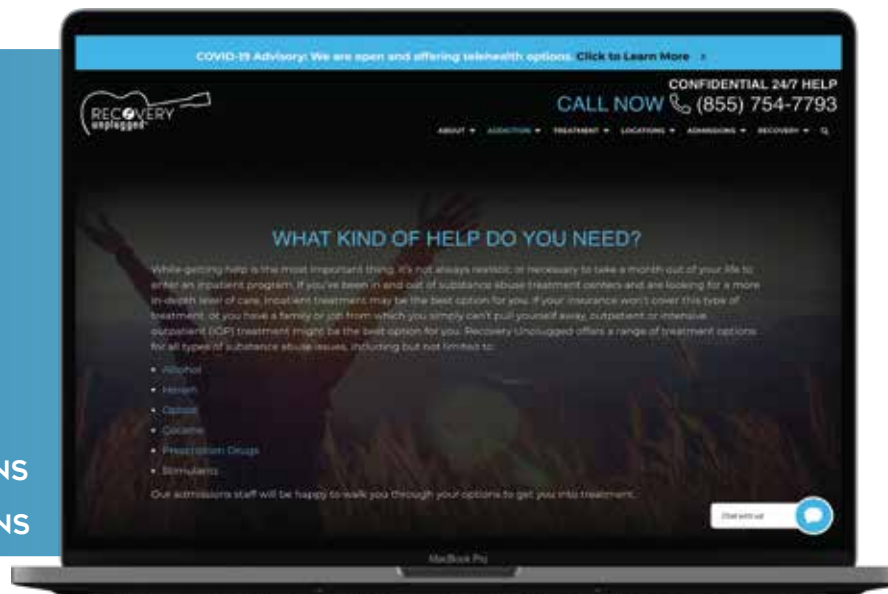
83% INCREASE IN CONVERSIONS

Recovery Unplugged is a national provider of addiction treatment, with centers in Florida, Tennessee, Northern Virginia, and Texas.

With a multi-million dollar Adwords spend, there were significant opportunities for improvement. We started by rebuilding the entire digital marketing funnel from attribution, landing pages, and entirely new campaigns.

HOW WE DID IT

- SINGLE KEYWORD ADGROUPS
- GEO TARGETING IMPROVEMENTS
- NEGATIVE KEYWORD IMPROVEMENTS
- DYNAMIC COPY TESTING
- ENHANCED CONVERSION TRACKING
- DEVICE TARGETING OPTIMIZATION
- ATTRIBUTION & ANALYTICS OPTIMIZATIONS
- AUTOMATIC & MANUAL BID OPTIMIZATIONS



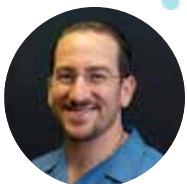
RESULTS

↑ 83%

Increase in Total Conversions

↑ 22%

Increase in Conversion Rate



“HRD Marketing demonstrated a deep understanding of our industry and the unique challenges we faced. We’ve utilized numerous agencies, had in-house PPC experts, and had moderate success with Adwords, but HRD brought us to the next level. They were the first to forensically analyze the whole picture, and methodically connect all the dots. Highly recommend them to anyone.

- **Andrew Sossin**, Founder

