

239% INCREASE IN LEADS IN FIRST YEAR

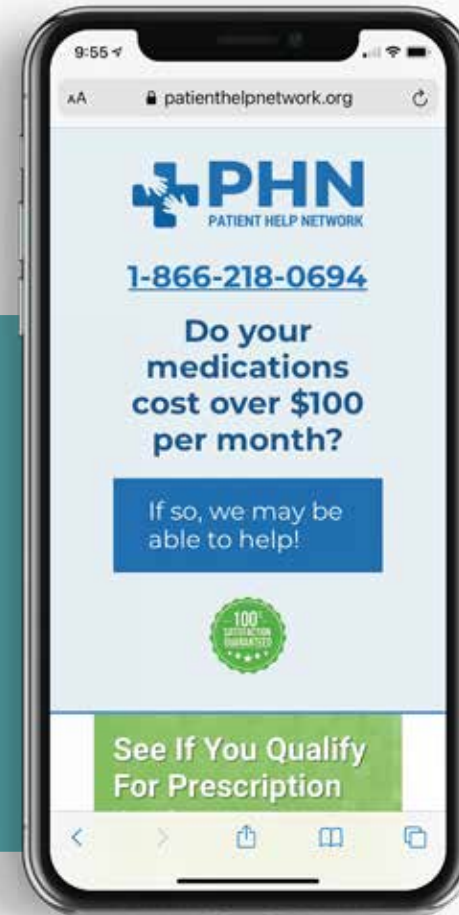
Company Summary:

Patient Help Network is a prescription advocacy program that helps patients lower their prescription costs.

We started working with Patient Help Network from inception, and Adwords is the main client acquisition channel.

HOW WE DID IT

- SINGLE KEYWORD ADGROUPS
- GEO TARGETING IMPROVEMENTS
- NEGATIVE KEYWORD IMPROVEMENTS
- ROI CONVERSION TRACKING
- DEVICE TARGETING OPTIMIZATION
- DAY PART & TIME OPTIMIZATIONS



RESULTS



239%

Increase in leads
in the first year



50%

Increase in
Revenue



“ Adwords is the primary method we’ve used to build our business, and HRD has been a fantastic partner. They’ve been with us since day one, and I have nothing but positive things to say about our experience thus far. We know we can rely on HRD Marketing to ensure that our investment in Adwords continues to yield positive returns for our business ”

- **Doug P.** - Founder & Managing Partner

