



**CASE STUDY: PROMEDICA SENIOR CARE**

# Improving Efficiency and Lead Volume Using Budget Bid Strategies and Auction-Time Bidding

Gemini's client ProMedica Senior Care (formerly HCR ManorCare) has more than 350 locations that are supported by individually managed paid search campaigns, each of which requires a unique monthly budget based on facility size and capacity. To efficiently manage the client program while driving results, Gemini needed to find a solution that could manage budget pacing, optimize bids based on the budget and lead goals, and drive high-quality leads. The team tapped Adswerve to help it dig into Google Search Ads 360 and take advantage of advanced budget planning and bidding tools.

## Streamlining With Precision

Adswerve worked closely with Gemini, creating budget plans with bid strategies that allow the team to implement optimizations at scale instead of manually editing each campaign. Gemini also added auction-time bidding to help its team more efficiently manage budgets and make real-time bid adjustments to help drive more leads. Throughout the engagement, Adswerve offered guidance on processes, shared best practices and provided recommendations.

## Less Time, More Leads

With the new, advanced systems in place, Gemini is able to more efficiently manage spend, and with the addition of auction-time bidding, the team exceeded its annual lead goals three months ahead of schedule. Plus, every campaign's year-over-year lead volume increased—some by more than 100%—while cost per action (CPA) decreased by 40%.



## gemini

Gemini is a Minneapolis-based digital marketing agency that offers a suite of in-house services, including paid search, paid media, search engine optimization, paid social, email marketing, content development, web design and web development.



ProMedica Senior Care (formerly HCR ManorCare) is a not-for-profit, mission-based provider and part of the ProMedica Health System. It cares for people nationwide, providing the highest quality health care services, and researching, evaluating, training and implementing the care programs that work toward the highest practicable level of well-being for patients and residents.



As a leading Google Marketing and Cloud partner, Adswerve helps thousands of digital marketers, data analysts and agencies make stronger connections with their customers through successful data-driven strategies.

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