

SUMMIT CREW DIGITAL AGENCY

CASE STUDY

RESCUE ALERT

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SummitCrew.com



Understanding the Client

ABOUT

Rescue Alert the leading medical alert company founded over 40 years ago, is built on research, precise engineering, and years of experience. They offer the most state-of-the-art elderly alert system available and continue to advance and improve the lives of their users through research and development.

THE SITUATION

Client has been mildly successful in running their Digital Advertising accounts for about a year but was not fully satisfied with the results. Conversion tracking had been implemented, but bids were not actively managed based on results. Management was frustrated by the time and effort needed to achieve desired results and handle constantly evolving platforms, tools, and features. The results of their efforts did not lead to new customers.

THE SOLUTION

Summit Crew established a strategy to identify and target the correct audiences. Through extensive research, they learned that Rescue Alert was targeting system users. Summit Crew understood that caregivers and adult children were the correct audience and shifted their campaign focus. In addition to shifting the target audience, Summit Crew successfully optimized the campaigns to drive better results over time.



ACTION STEPS

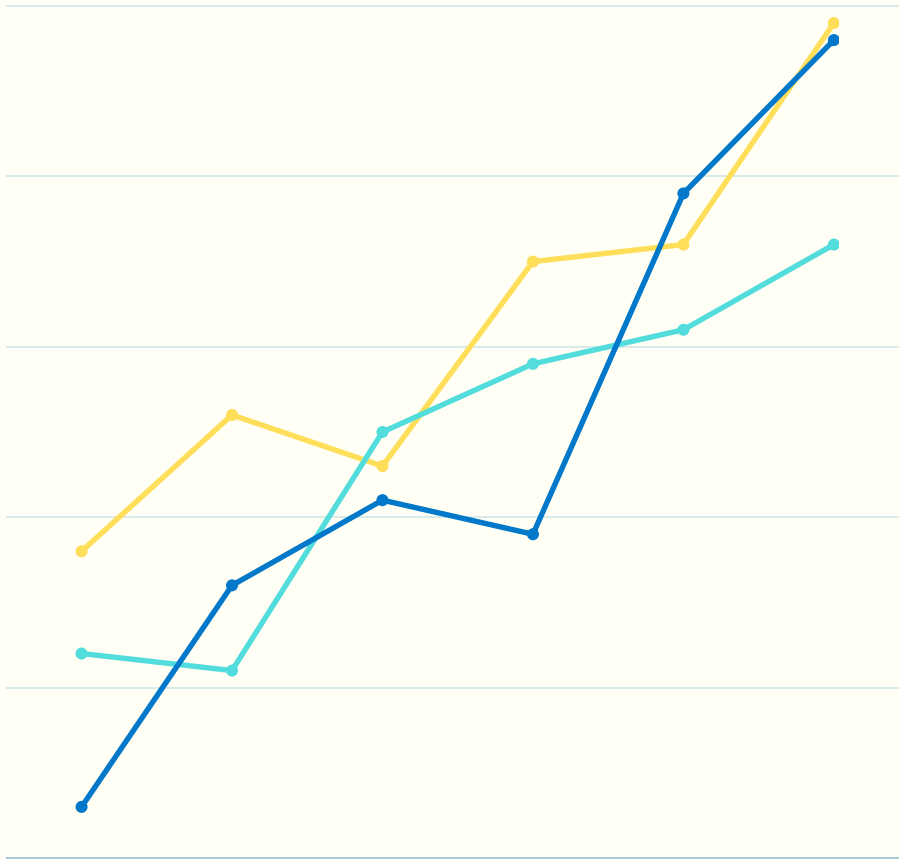
51%

REDUCTION IN COST PER CONVERSION

200%

INCREASE IN CONVERSION RATE

The Results



NUMBERS ON THE RISE

After just one month of management, Summit Crew increased online orders by more than double the previous month. They successfully reduced the cost per acquisition by more than 50%. Over the next several months, the client increased their investment to gain additional customers through a more efficient campaign.

Cost per conversion reduced by 51%
Cost per click reduced by 55%
Conversion rate increased by 200%