

Ad Ignite.

Case Study



Services

- Google Ads
- Analytics
- Advanced Tagging



Healthbridge (Pty) Ltd

Healthbridge is a South African company dedicated to streamlining medical practices. They achieve this by offering a suite of cloud-based solutions, including in-house and outsourced medical billing software, Electronic Medical Records (EMR) for digital patient files, and real-time claim processing to expedite payments. By automating administrative tasks and facilitating communication between practices, patients, and healthcare institutions, Healthbridge empowers medical professionals to focus on what they do best: providing exceptional patient care.

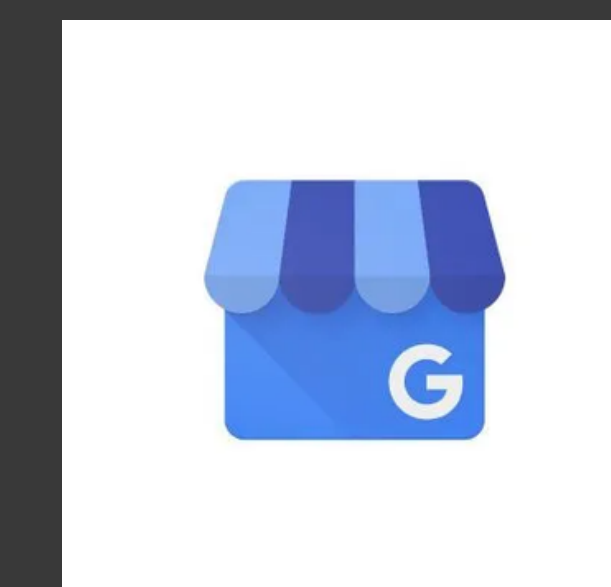
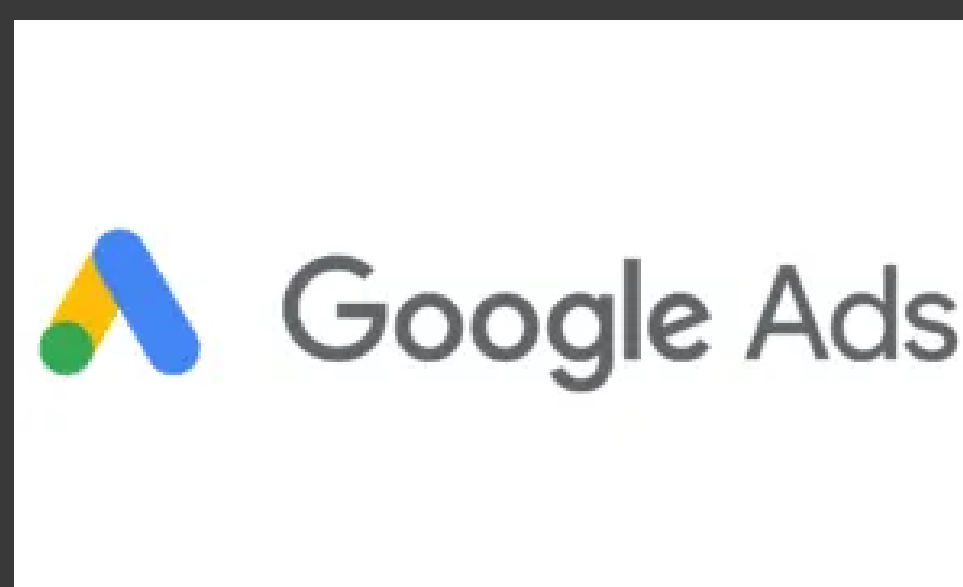
Our task was to increase the leads coming through and take control of the PPC environment and analytics infrastructure. To this end, we have continued optimising the Google Ad Campaigns, focusing on quality score, impression share and leads.

We analysed the user journey and deployed advanced analytics tracking to ensure the data is accurate.

Team: [Paid Media Specialist](#), [Analyst](#)

At Adignite, we help businesses increase sales, traffic and brand visibility.

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