



Digital UK

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Imaan  Healthcare

PPC Case Study: Imaan Healthcare



Scaling Patient Acquisition via PPC for Imaan Healthcare

Client: Imaan Healthcare

Industry: Community Pharmacy & Primary Care

Region: United Kingdom (70+ Branches Nationwide)

Agency: Digital UK

Campaign Duration: 6Months

Objective: Increase appointment bookings and service uptake through Google Ads, reduce cost per acquisition (CPA), and enhance local visibility across multiple pharmacy locations.

Background

Imaan Healthcare is a leading UK-based chain of over 70 community pharmacies, offering a wide range of NHS and private healthcare services. Despite a strong physical presence and a comprehensive service portfolio, Imaan faced challenges in digital patient acquisition. Their previous Google Ads campaigns were under-optimized, leading to high CPAs, low conversion rates, and underutilization of high-demand services..

Initial Audit: Core PPC Challenges

Tracking & Conversion Setup Issues:

- Lack of end-to-end conversion tracking for appointment bookings and phone calls.
- No event tracking on key CTAs or user interactions.
- Campaigns optimized for clicks rather than conversions.

Campaign Structuring Issues:

- Mixed services in single campaigns, leading to irrelevant ad placements.
- Absence of localized targeting for individual pharmacy locations.
- Generic ad copy lacking unique selling propositions or trust signals

Budget Wastage & Low ROAS:

- Overuse of broad match keywords, resulting in irrelevant traffic.
- High spend on non-converting search terms.
- No utilization of remarketing strategies to re-engage potential patients.

Source	Category	Tracking status
Calls from ads	Phone call lead	Recording conversions
Google Analytics (UA)	Submit lead form	No recent conversions
Website	Contact	Tag inactive
Website	Submit lead form	Tag inactive
Website	Submit lead form	Unverified
Google Analytics (UA)	Contact	No recent conversions

Strategy by Digital UK: Funnel Segmentation + Conversion Tracking + Geo-Targeted Ads:

Digital UK approached PPC as a precision-driven growth engine — focusing on patient intent, location-specific relevance, and funnel alignment with healthcare buyer journeys.

Funnel-Based Campaign Structure:

- Developed separate Google Search campaigns for each service (e.g., Flu Vaccination, Blood Pressure Testing, Prescription Services).
- Aligned keywords and ad copy with patient intent stages: Awareness (“What is a flu vaccine?”), Consideration (“Flu vaccination near me”), and Action (“Book flu vaccine appointment London”).
- Incorporated clear CTAs and trust signals in ad copy: “NHS-Approved Services,” “Rated 4.8★ on Trustpilot.”

2. Conversion Tracking Setup:

- Implemented Google Tag Manager and GA4 for comprehensive tracking of form submissions, phone calls, and user interactions.
- Utilized dynamic number insertion to track calls per clinic location. Integrated offline conversion data from the CRM to measure actual appointment completions.

Category	Tracking status	Count	Click-through conversion window	Include in "Conversions"	Repeat rate	↓ All conv.
Phone call lead	Recording conversions	Every	30 days	Yes	1.17	63.00
Submit lead form	No recent conversions	Every	90 days	Yes	–	0.00
Contact	Tag inactive	Every	30 days	Yes	–	0.00
Submit lead form	Tag inactive	Every	30 days	Yes	–	0.00


3. Location-Based Targeting & Budget Control:

- Launched radius-based targeting (3–5 km) around each pharmacy branch.
- Applied bid adjustments based on peak booking hours and device usage.
- Paused underperforming campaigns and reallocated budget to high-performing services and locations.

4. Ad Copy & Extension Optimization:

- Crafted service-specific ad copy highlighting unique benefits and patient testimonials.
- Added structured ad extensions: sitelinks to service pages, callouts for “Same-Day Appointments,” and structured snippets for available services.
- Regularly A/B tested headlines and descriptions to improve click-through rates.

Ad · www.imaanhealthcare.com/Services/WeightLoss

 Call (0161) 123-4567

Imaan Healthcare · Trusted NHS Weight Loss Services

Struggling to lose weight? Get expert help from our NHS-backed team. Imaan Healthcare offers safe, affordable weight loss plans tailored to your needs. Call now to book your consultation and start your journey today.

Ad · www.imaanhealthcare.com/Services/B12

 Call (0161) 123-4567

**Imaan Healthcare · B12
Deficiency Treatment
That Works**

Feeling tired or low on energy? Imaan Healthcare's NHS-trained professionals provide quick, safe B12 shots at a clinic near you. Call now to schedule your appointment and boost your energy levels.

Before & After Results (6 Months)

Metric	Before (Baseline)	After (6 Months)	% Change
Monthly Leads from PPC	60-70	500+	+614%
Cost Per Lead (Avg.)	£58	£17	-71%
Conversion Rate (Landing Pages)	2.1%	9.6%	+357%
ROAS (Across All Platforms)	1.2x	5.4x	+350%
Local Search Impression Share	18%	61%	+238%

Ready to Scale Your Patient Leads with PPC?
Achieve similar growth for your Healthcare Business.
👉 [Schedule a Free Strategy Session](#)

What Made This Campaign Stand Out

1. **Hyper – Local Targeting at Scale:** We didn't run generic ads across the UK — we created localized campaigns tailored to each of Imaan Healthcare's 70+ branches, ensuring relevance and high intent in every ad impression.
2. **Conversion First Strategy** All campaigns were optimized for *actual bookings*, not just clicks. CRM data helped refine high-value conversion signals..
3. **Authentic and Trustworthy Ad Copy:** Emphasized real patient testimonials and NHS affiliations to build trust and encourage action.
4. **Geo-Fencing with Time Based Optimization:** Utilized data on peak booking times to serve ads when patients were most likely to convert, maximizing budget efficiency.

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