



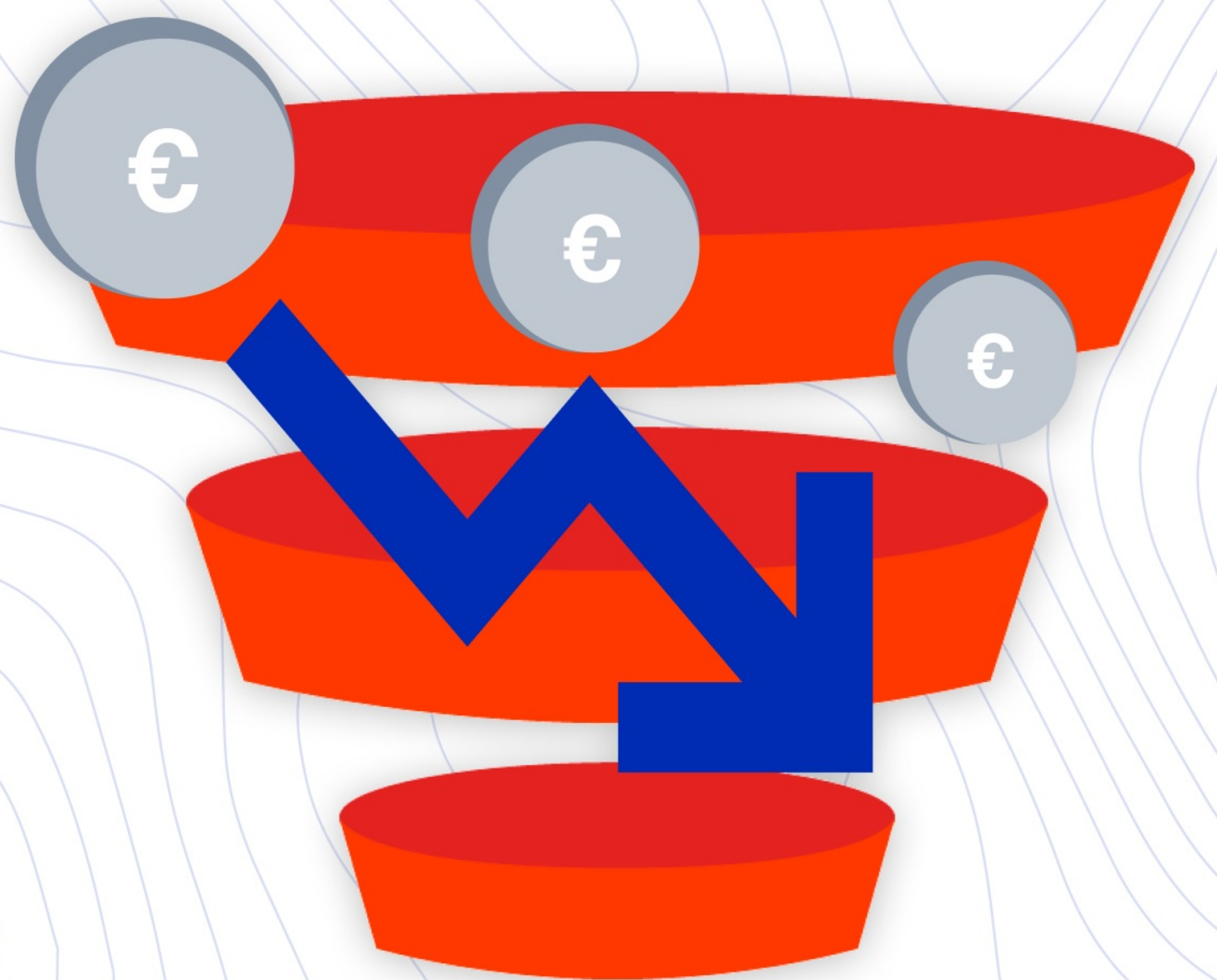
Transforming Hospital Recruitment in 2024

Optimized ads, data-driven
strategy, **131% more** conversions

Overcoming Challenges in Healthcare Recruitment

Critical Issue

The healthcare sector in Germany has been grappling with a critical issue: a severe shortage of medical professionals. For hospitals, this has meant fewer leads, skyrocketing recruitment costs, and an uphill battle to fill critical roles. In 2023, one of our hospital clients faced these exact struggles. Their recruitment campaigns were underperforming, plagued by high cost-per-conversion and low lead volumes.



Fresh perspective

In 2024, we took over their digital marketing efforts, bringing a fresh perspective and a comprehensive strategy overhaul. By addressing inefficiencies, optimizing ad performance, and implementing data-driven tactics, we delivered exceptional results that not only exceeded expectations but also set a new benchmark for recruitment marketing in the healthcare sector. This whitepaper outlines the steps we took to transform their recruitment campaigns.



Our Strategy: How We Achieved Breakthrough Results

Redefining the Campaign Framework

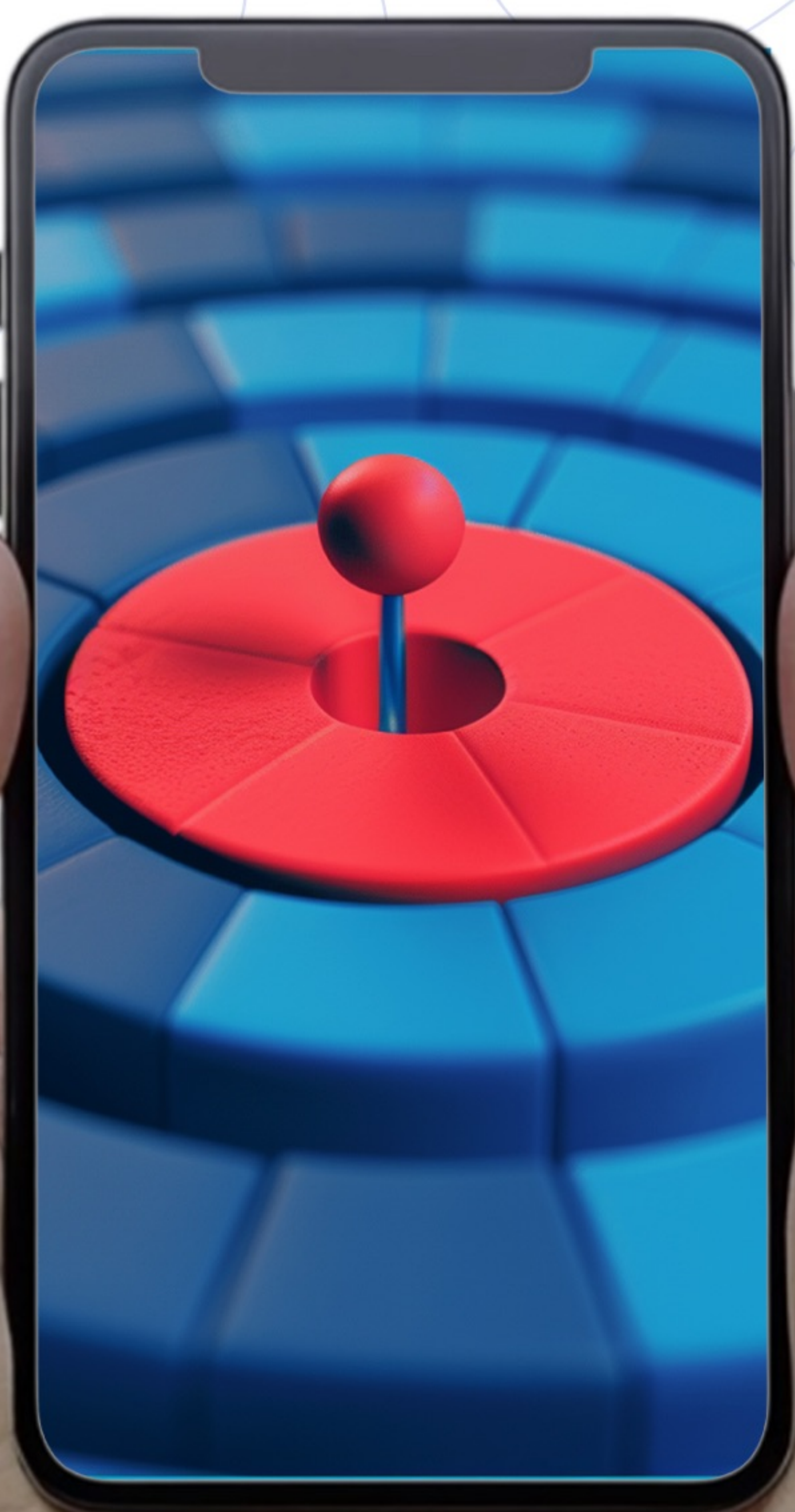
We started by rebuilding the hospital's entire digital advertising strategy from the ground up. This included:

Targeted Audience Segmentation

We analyzed the hospital's past campaign data to better understand their target audience and created highly refined audience segments. These segments focused on reaching medical professionals actively searching for job opportunities, as well as passive candidates who might be interested in a career change.

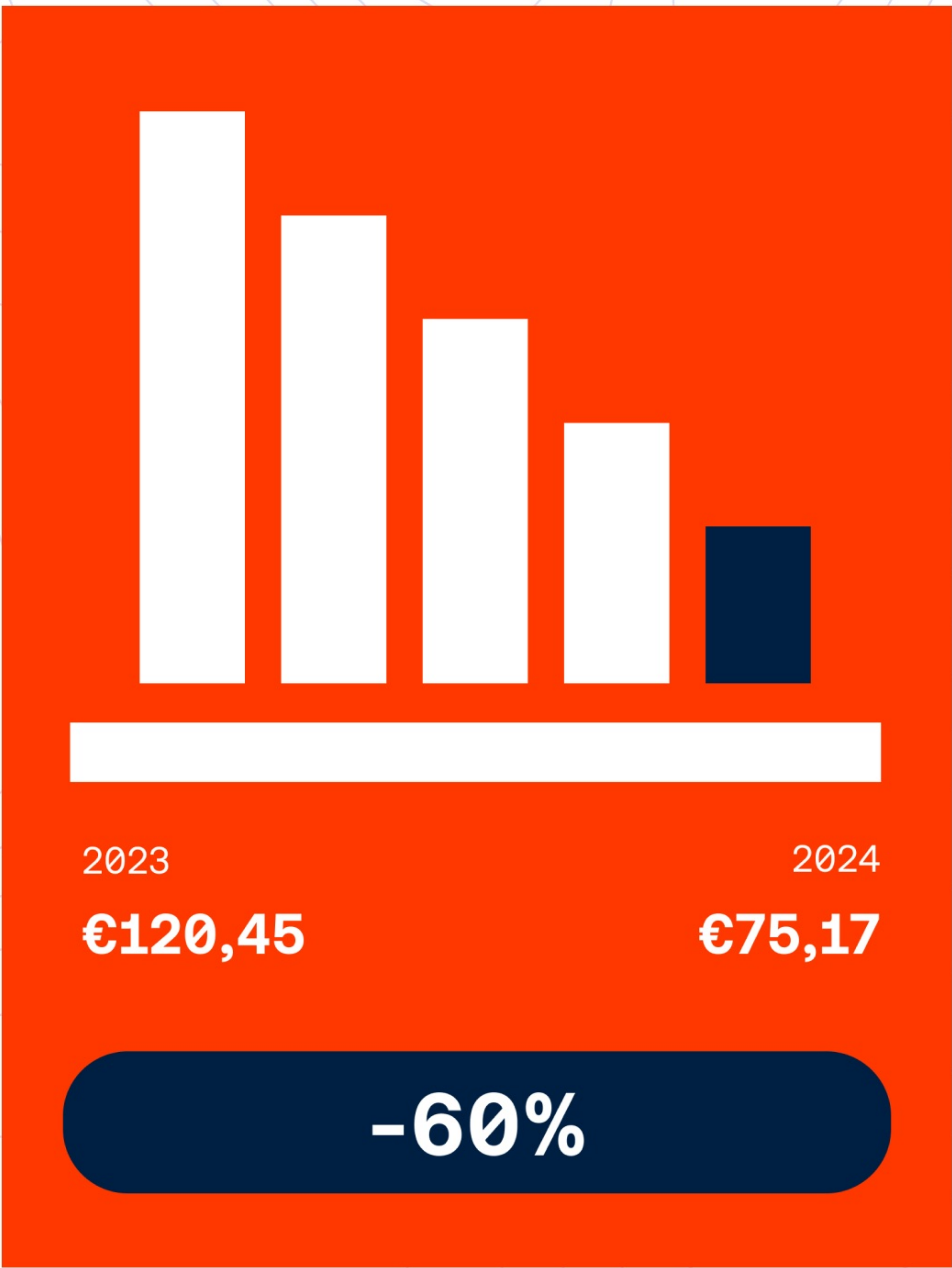
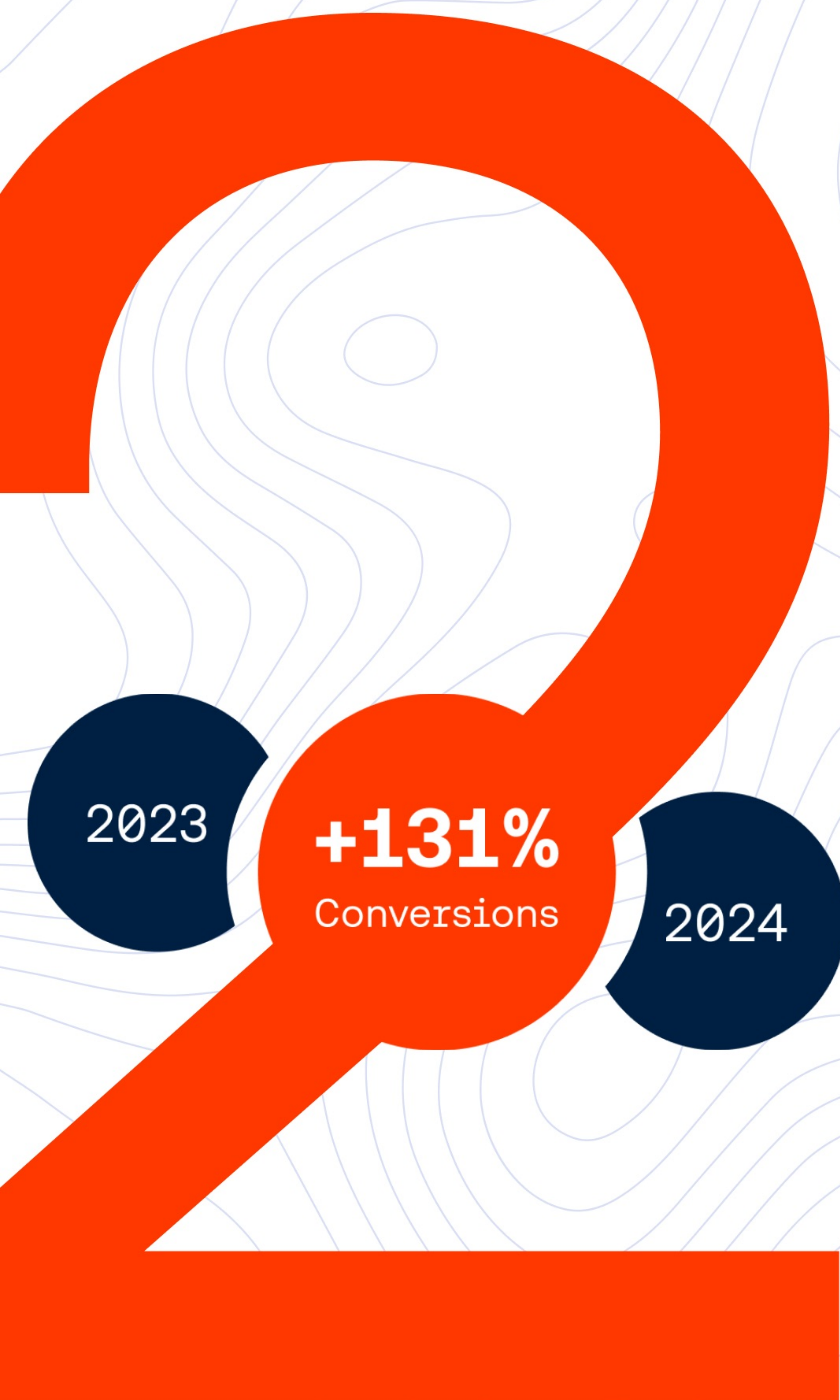
Channel Prioritization

Based on historical data, we shifted the primary focus to Google Ads for its high-intent audience and used Meta Ads as a complementary channel to expand reach.



Optimizing Google Ads Performance

Google Ads became the centerpiece of the strategy, delivering impressive results:



We achieved these results through:

Keyword Strategy

We optimized for high-performing non-branded keywords, enabling the campaigns to capture broader, relevant traffic.

Improved Ad Quality

We rewrote ad copy to emphasize the unique benefits of working at the hospital, such as work-life balance, career growth opportunities, and competitive compensation.

A/B Testing

Regular split testing of ad creatives ensured continuous improvement in click-through and conversion rates.

Enhancing Meta Ads Effectiveness

While Google Ads drove the majority of conversions, Meta Ads played a key supporting role:

2023

+210%
Conversions

2024

We approached Meta Ads with precision:

- ◆ +210% Meta Ads Conversions compared to 2023, despite fewer months of activity.
- ◆ Focused content strategies targeting medical professionals on platforms like Facebook and Instagram.

Visual-First Campaigns

Developed visually compelling ad creatives, including video content, to attract attention in crowded social feeds.

Retargeting Audiences

Leveraged Meta's advanced retargeting capabilities to re-engage website visitors and potential leads who hadn't yet converted.



Data-Driven Campaign Management

Continuous analysis and optimization were central to our success:

Performance Monitoring

Weekly reviews of key performance indicators (KPIs) allowed us to identify trends and adjust budgets in real time.

Seasonal Insights

Understanding and anticipating low-conversion periods helped us optimize spending during off-peak months, ensuring no budget was wasted.

Leveraging Top-Performing Campaigns

Among the various campaigns, our PMAX (Performance Max) campaigns stood out as the most effective:

- ◆ PMAX campaigns consistently delivered conversions across all months except for July.
 - ◆ Non-branded keywords campaigns ranked third, highlighting the potential of generic but high-relevance terms in attracting broader audiences.
- 

Results: A Record-Breaking Year

Our strategy produced tangible, measurable outcomes:

1.

+131%

Google

+210%

Meta

Conversions: +131% (Google Ads) and +210% (Meta Ads) compared to 2023.

Cost Efficiency: Reduced cost-per-conversion by 60%.

-60%

.2

3.



Improved ROI: A significant increase in high-quality leads allowed the hospital to fill critical positions faster and more effectively.

Based these results not only solved their immediate recruitment challenges but also positioned the hospital as a competitive employer in the healthcare industry.

What's Next: Scaling Success in 2025

As we look ahead to 2025, our plan is to build on this momentum with:

Expanded Video Campaigns

Creating engaging video content to further enhance ad performance on both Google and Meta.

Awareness Campaigns

Testing campaigns like DGEN to increase brand visibility and attract passive candidates.

Seasonal Campaign Assets

Developing tailored creatives for high and low seasons to maintain consistent results throughout the year.

Your Hospital Could Be Next

If your hospital is struggling to recruit qualified medical professionals, we can help. With our proven strategies, data-driven insights, and hands-on expertise, we'll transform your recruitment efforts into measurable success.





**Contact us today to
start building a
winning strategy
for 2025.**



Our Business
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