



## MY HEALTH NOMAD (MHN)

My Health Nomad offers a full spectrum of medical insurance for nomads, snowbirds, and full-time RVers.



### Objectives

My Health Nomad's goal was to get more insurance sign-ups through free quote submissions online. They wanted to reach their ideal audience (regular travelers) on a national scale with a campaign that would stand out in the competitive insurance market.



### Challenges

Advertising on a national level in an aggressively competitive market can be challenging (and costly). Additionally, My Health Nomad encountered issues targeting the right keywords in their niche market - "travel insurance" and "insurance for travelers" sound similar, but have different intent. Our team had to fine-tune niche keywords that would stand above the competition and match customer intent.



### Solutions

Our first mission was to narrow down high-intent keywords at the lowest CPC (cost-per-click) possible. After extensive keyword research & data analysis, our PPC team discovered keywords that were driving competitor traffic to My Health Nomad's website. Through purposeful analysis & campaign optimizations, we successfully converted competitor search terms into high-quality leads for MHN.

## OUR STRATEGY

### Niche Keyword Research

To ensure that people who clicked on our ads were more likely to convert, Our team conducted in-depth keyword research to identify niche-specific & high-intent search terms. It was critical that keywords wouldn't be mistaken for similar-sounding (but not applicable) services. We analyzed competitor search terms, estimated search volume, cost-per-click, and current campaign data to identify which keywords had the correct intent for My Health Nomad's target customer. Irrelevant traffic will increase costs without driving leads (or even worse, generate spam leads). Optimizing for high-converting keywords with correct intent is an integral part of our winning PPC strategy.

### Putting The Competition In Submission

My Health Nomad wanted to run a national campaign - this strategy has strong competition and higher CPCs. Through detailed campaign analysis, we found that MHN's Ads were triggering for competitor-branded user search terms. We found that some of these terms led to valuable leads, confirmed by MHN. Our team sifted through these competitor terms to identify which keywords were driving quality leads and which were wasting money. Cutting out irrelevant competitor terms with negative keyword targeting and optimizing ads for converting competitor terms helped streamline the campaign budget & outperform the competition.

### Innovative & Highly-Relevant Ad Copy

In a niche & competitive market like nomad insurance, it was imperative that MHN's ads stood out and drove relevant traffic. Our team created engaging ad copy that elicited valuable actions from MHN's ideal customer. Testing different text combinations & optimizing top-performing ads generated a CTR (click-through-rate) that was a whopping 450% higher than the industry average (according to 2023 Google Ads Benchmarks), and a Conversion Rate over 12%, more than double the industry standard.





## THE RESULTS

- 133 Total Conversions
- \$33.63 Cost-Per-Conversion
- 13.32% Conversion Rate
- 15.58% Click-Through Rate



### TOTAL CONVERSIONS

My Health Nomad saw **133 Total Conversions (with over 90% being quote submissions)** in the first quarter of our PPC Management.



### COST-PER-CONVERSION

My Health Nomad saw a **\$33.63 cost per conversion (40% lower than the industry average according to 2023 Google Ads Benchmarks)** in the first quarter of our PPC Management.



### CONVERSION RATE & CLICK-THROUGH RATE

My Health Nomad saw a **13.22% Conversion Rate (over double the industry average)** and a **15.58% Click-Through Rate (450% above the industry average)** in the first quarter of our PPC Management.

