

EIT Health InnoStars-iLEX International Innovation Contest

ClickOne marketing

Methodology Enhancing Competitiveness in the European Healthcare Industry with Marketing Tools

URL: <https://clickone.hu/2023/11/13/kiemelkedo-modszertan-bizonyitott-eredmenyekkel/>

The ClickOne unique methodology was developed in collaboration with former Google employees to optimize the use of Google Ads-supported advertising opportunities for our clients. The ClickOne client portfolio includes companies advertising in both the EU and the USA.

This methodology has been further refined, specifically tailored to the European healthcare sector, to enhance the competitiveness of our clients operating in this industry.

Thanks to our statistical analyses (supporting sales), we can further refine competitive market offerings and determine realizable paying demand.

Public Presentation of the Methodology Process:

- 1. Assess the advertising environment.**
 1. Examine our clients' past advertising experiences and statistics.
 2. Identify configuration deficiencies in the Google Ads account.
 3. Analyze keyword search and cost indices for a given country/region.
 4. Collaboratively define goals with our clients.
- 2. Summarize survey data and plan the advertising strategy using the ClickOne unique methodology.**
- 3. Set up Google Ads account and create advertisements.**
 1. Create technical, website-related settings/trackers.
 2. Set up text, image, video, and map (POS) advertisements.
 3. Determine keywords considering costs and set goals.
- 4. Optimize and manage advertisements.**
 1. Train Google AI based on buyer profiles.
 2. Precisely target visitors of competitor websites.
 3. Continuously align advertising campaigns with Google Guidelines.
 4. Daily maintenance of campaigns.
 5. Supervise the Google AI learning process and optimize targeting related to the specific sector.
 6. Regular client updates during weekly meetings.

Case Studies:

Sector: Tourism

- Annual revenue before ClickOne collaboration: 30-50 million HUF.
- Using our methodology, results significantly increased with the same advertising investment (2.4 million HUF/year), reaching 278 million HUF in the first year and over 500 million HUF in the second year.

Sector: Retail

- Within 2 weeks of collaboration, we achieved significant changes in appearances and clicks.
- Compared to the previous period, we achieved:
 - Appearances: +1811% growth
 - Clicks: +236% growth
 - Sales: +363% growth



Sector: Entertainment (USA)

- Our client's previous weekly revenue of 3500-4500 dollars increased steadily to 10000-12000 dollars after our collaboration, with unchanged advertising costs.
- Despite attempts by competitors to suppress sales by spending 5 times our client's advertising budget, we successfully maintained the leading position.

Sector: Services

- Our client provides emergency services, and after our collaboration, we consistently achieved better results month by month.
- Weekly inquiries and jobs increased by 450% with unchanged advertising costs.

This document is prepared for the EIT Health InnoStars-iLex International Innovation Contest. The materials included in the document are subject to copyright protection, and any use for purposes other than the EIT Health InnoStars-iLex International Innovation Contest, in whole or in part, is prohibited. The copyright owner is Molnár Csaba.