



**HEALTHCARE  
MARKETING SUMMIT**

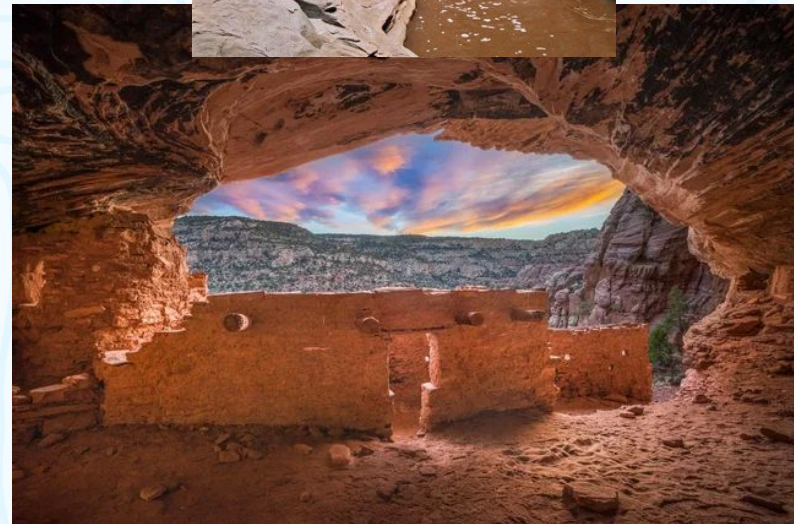
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How to Know When Your Marketing Campaigns are Working: Measuring What Matters Through SocialClimb



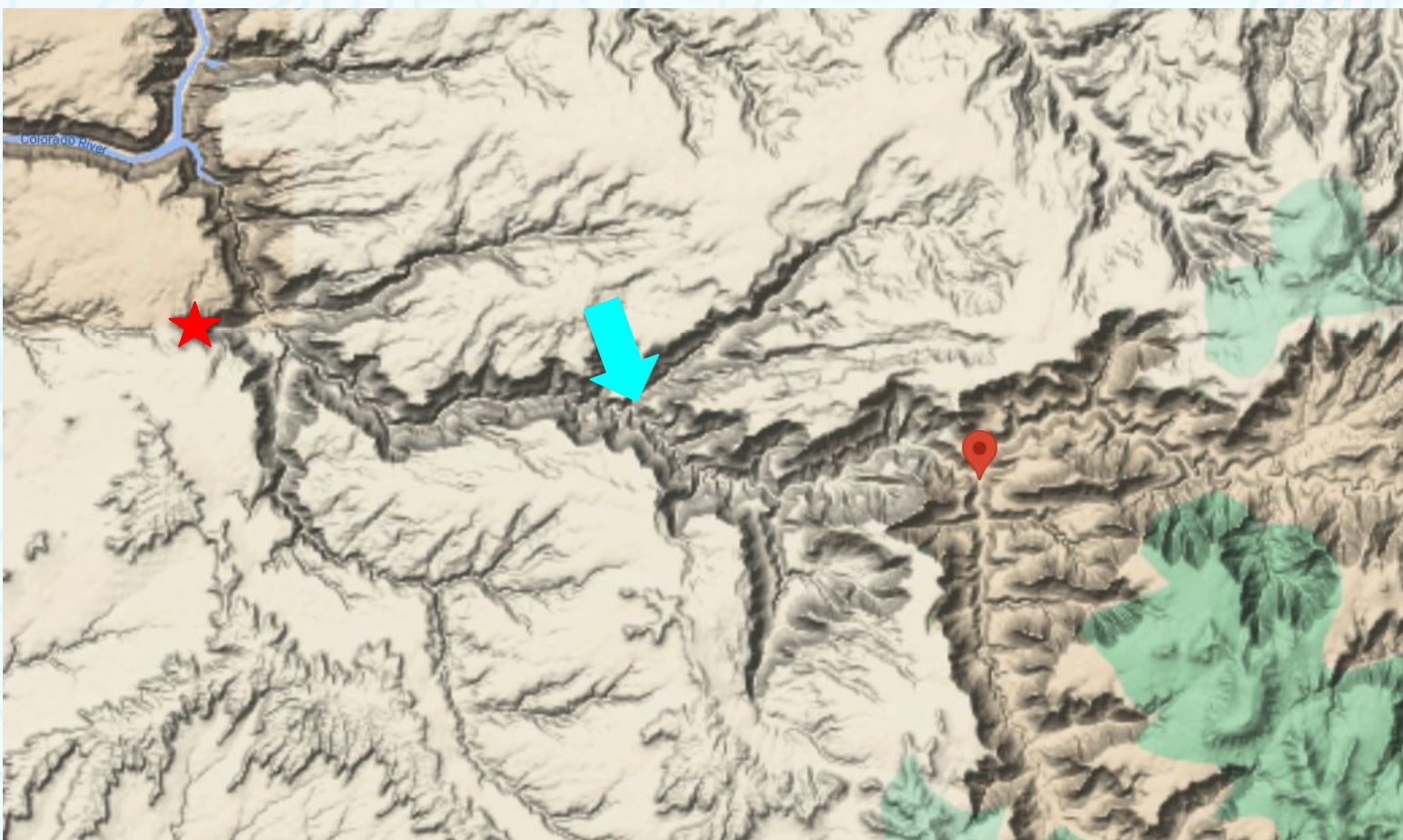
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## 5 Scouts found safe, sound

Rescuers say they used skills, kept their heads

By Douglas D. Palmer  
Deseret News staff writer

Five Salt Lake County boys were rescued Saturday in rugged southeastern Utah after a two-day search. Rescuers said they did "exactly what they had to do" to stay safe and be found.

The five Scouting youths, most of them 14 years old, were on an outing near Natural Bridges National Monument with six other teens and seven adult leaders from the Bennion 8th LDS Ward when they became separated June 25 from the rest of the group.

All five boys, identified by the San Juan County Sheriff's Office as Kyle Bickham, Anthony Garrett, Matt Smith, Tim Tappana and Benjamin Woolley, were not hurt and were in good condition when they were found by a helicopter crew.

They were happy to be rescued, said Clarence "Sonny" Hendricks, pilot of the aircraft from Classic Lifeguard III of Page, Ariz.

Hendricks said Saturday's rescue was the latest in a number of similar operations in the area this year and his third. "A couple of surveyors had to be rescued in Canyonlands last week," he said. Classic Lifeguard III was notified about 2:30 p.m. Saturday of



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# Cool story, Ben. So what?

- We had some information to make decisions, but no direction
- SocialClimb can give that direction to help you make better marketing decisions
- We're not giving you a map, but a guide

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# SocialClimb Marketing Insights

# The Marketing Report

## FUNNEL PERFORMANCE

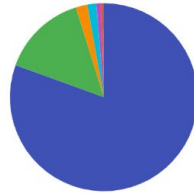


CONVERSIONS  
28,853

ASSISTS  
5,147

APPOINTMENTS  
4,583

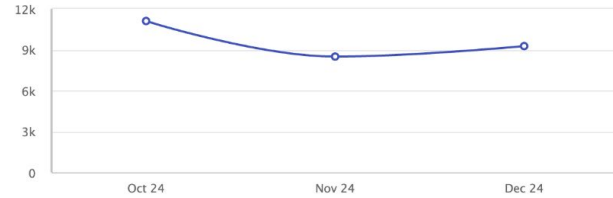
NEW PATIENTS  
794



● Organic Search ● Direct ● Paid Search ● Referring Site  
● Affiliates ● Social ● Print ● Billboard

Conversions: Oct 1, 2024 - Dec 31, 2024

Daily | Weekly | **Monthly**



All Channels  New Filter

CREATE NEW

CHANNEL	CONVERSIONS	ASSISTS	APPOINTMENTS	NEW PATIENTS	COST	COST/CONVERSION	COST/ASSIST	COST/APPT	COST/PATIENT	ESTIMATED REVENUE	ROAS
Affiliates	234	27 (12%)	43 (18%)	9 (21%)	\$14,907.36	\$63.71	\$552.12	\$346.68	\$1,656.37	\$10,584.00	71%
Billboard	5	1 (20%)	1 (20%)	1 (100%)	\$20,000.00	\$5,000.00	\$20,000.00	\$20,000.00	\$20,000.00	\$1,176.00	6%
Direct	4,226	827 (20%)	824 (19%)	145 (18%)	\$960.00	\$0.23	\$1.16	\$1.17	\$6.62	\$170,520.00	17,765
Display	600	842 (140%)	0 (0%)	0 (0%)	\$1,049.29	\$1.75	\$1.25	\$0.00	\$0.00	\$0.00	0%
Organic Search	23,249	4,095 (18%)	3,285 (14%)	554 (17%)	\$3,942.00	\$0.17	\$0.96	\$1.20	\$7.12	\$651,504.00	16,527
Paid Search	565	70 (12%)	62 (11%)	11 (18%)	\$4,500.79	\$7.97	\$64.30	\$72.59	\$409.16	\$12,936.00	287%
Print	14	59 (421%)	317 (2,264%)	65 (21%)	\$30,000.00	\$2,142.86	\$508.47	\$94.64	\$461.54	\$76,440.00	255%



# The Audience Report

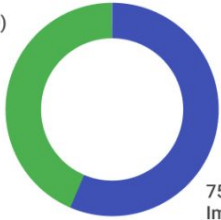
**IMPRESSIONS & SENDS**  
29,130

**INTERACTIONS**  
979

**APPOINTMENTS**  
68

**NEW PATIENTS**  
35

25% (5,970)  
Sends



75% (23,160)  
Impressions

Impressions & Sends: May 1, 2023 – Jun 30, 2024

Daily | Weekly | Monthly



AUDIENCE NAME	SIZE	IMPRESSIONS	IMP/INDV.	CLICKS	CPC	POSTCARD SENDS	PC/INDV.	QR SCANS	APPOINTMENTS	APPOINTMENT %	NEW PATIENTS	NEW PATIENT %
Sports Med: Knee Joint	2,328	9,312	3.95	214 (2.3%)	\$0.80	2,328	0.85	85 (3.65%)	30	1.28%	14	0.60%
Surgeries: Total Hip	3,642	14,568	4.05	611 (4.2%)	\$1.10	3,642	0.76	69 (1.89%)	38	1.04%	21	0.57%

# The Insight Reports

IMPRESSIONS 8,225	CLICKS 1,263	CONVERSIONS 109	ASSISTS 34	APPOINTMENTS 50	NEW PATIENTS 29
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- CAMPAIGN
- Brand
  - Orthopedics (General)
  - Foot & Ankle | Las Vegas
  - Hip | Las Vegas

TOTAL VIEWS 202,599	INTERACTIONS 16,517	CONVERSIONS 15,761	ASSISTS 2,069	APPOINTMENTS 2,044	NEW PATIENTS 436
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### All Postcards

DELIVERED	ASSISTS	APPOINTMENTS	NEW PATIENTS	ESTIMATED REVENUE
38,731	147 0.38%	895 2.31%	485 54.19%	\$4,027,500.00

- All Profiles
- PROFILE
- 2800 East Desert Inn Road
  - Henderson Office - 2930 We
  - Southwest Office - 8205 W Warm Springs Rd #250
  - 8689 West Charleston
  - Northwest Office - 8402 W Centennial Pkwy

### All Postcards

LISTINGS/CAMPAIGNS	DELIVERED	CONVERSIONS	QR CODE SCANS	ASSISTS	APPOINTMENTS	NEW PATIENTS	EST. REVENUE
Back Pain	19776	35 (0.18%)	16	34 (0.17%)	301 (1.52%)	124 (41.2%)	\$1,354,500.00
Total Knee	18955	47 (0.25%)	13	113 (0.6%)	594 (3.13%)	361 (60.77%)	\$2,673,000.00

G	586	4%	1,271	8%	11%
G	406	3%	636	4%	7%
G	940	6%	1,617	11%	18%

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# **Garbage In, Garbage Out**

# Tracking Appointments & New Patients


## Appointment Tracking

Setup what your organization, groups, locations, and/or providers consider an appointment to be


**SAVE**

 How does your organization define an appointment?  
Note: The system will first match appointment types then match by appointment status

Sample Data Last Loaded: 2 days ago  
**DATA CONFIGURATION**

**1. Set Appointment Types**  **appointment\_type**

Track All Appointment Types **ADD TYPES**


**2. Set Appointment Statuses**  **appointment\_status**

Track All Appointment Statuses **ADD STATUSES**

Complete	×
No Show	×

Tracking All Appointment Types

**3. Set Default Exclusion Rules**


Exclude Repeat Appointments 

Within 30 days ▾

## Appointment Tracking

Setup what your organization, groups, locations, and/or providers consider an appointment to be

**SAVE**

 **APPOINTMENTS** **NEW PATIENTS**

**How does your organization define a new patient?**  
Note: The system will match the selected values against the selected patient fields

**1. Tell us what values represent new patients for appointment\_type**  Enable advanced value matching

**RETURN TO DEFAULT**

Data Field	Field Values to Match
appointment_type	<input checked="" type="checkbox"/> CONTAINS new

# Conversion Tracking

## Status

● Tracking Code is active

Last Received Data: 1/10/25 4:04 PM

TEST SETUP

## Website Campaign Tracking Script

DEFAULT SETUP

GOOGLE TAG MANAGER

Copy and paste this code as the first item into the <HEAD> of every webpage you want to track

```
<script type="text/javascript" id="scct">
  window.ct=window.ct||function(){(ct.q=ct.q||[]).push(arguments)};
  window.ct('accountId', 'xxx');
</script>
<script async type="module" src="https://cdn.socialclimb.com/ct-min.js"></script>
```

COPY

EMAIL INSTRUCTIONS

## Website Appointment Phone Number

Please provide your website's appointment phone number for Call Tracker to forward calls.

(888) 555-5555

CANCEL

SAVE CHANGES

ADD NUMBER

## Additional Settings

Enable Organic Web Traffic Call Tracking

Enable Call Tracker to attribute phone calls from website visitors that originate from organic sources to your website not tied to your ad campaigns or Google Profiles... i.e. Google Search, Bing, Facebook, etc.

Enable External Link Tracking

Enable the Call tracker script to attribute visits to external websites through your website. Typically a link to an online self scheduler etc.

Add URL

SAVE CHANGES

# Ad Campaign Tracking

Platforms/Surveys ADD PLATFORM ▾

To create a custom platform, click the 'Add Platform' button in the top right corner of the page.

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**Boost Google Ads Account** ACTIVE CLOSE

ACCOUNT ID:  
282-581-7966

TRACKING SETTINGS

- Auto-Track New Campaigns ?
- Call Tracking  
Phone Number  
(859) 263-5140
- URL Tracking  
Required with Call Tracking

MANAGEMENT FEE TRACKING

- Track Management Fees ?  
15% of Ad Spend ✎

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Facebook Ads	✓ Connected	1 Connection	11 Campaigns	⋮
Google Ads	✓ Connected	1 Connection	4 Campaigns	⋮

# Cost Tracking

Assign A Cost To Your Marketing

Name \*

Campaign a-  
¼

Channel \* a-  
¼ Source a-  
¼

[Add New](#)

Recurring  Total For Period  Fixed Rate

Amount \* Timeframe \* a-  
¼

Start Date  End Date

Optional

# Estimated Revenue

## Account-level Estimated Revenue Settings

Set account-level estimated revenue values for key conversion events

Value \*

1176

Measurement \*

Per New Patient

CANCEL

SAVE ESTIMATE

## Add New Revenue Estimate

Enter a value that will be calculated to a given marketing category

Name \*

Value \*

Measurement \*

Channel \*

Source

Campaign \*

Location \*

Provider \*

Start Date

End Date

CLEAR FORM

CANCEL

SAVE ESTIMATE

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**Let Me Be Your Guide!**

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