



THUNDERBOLT

Case Study 2: A Strategic Digital Transformation for a Mental Health Treatment Provider

A leading mental health treatment provider partnered with Thunderbolt Group' [seasoned digital strategy team](#) to improve inquiry volume, strengthen engagement quality, and increase cost efficiency across paid and organic channels.

Operating in a highly competitive, high-intent search environment, the organization required more than incremental optimizations. They needed sustained, measurable performance improvements across their entire digital ecosystem.

Executive Summary

Thunderbolt Group implemented structured refinements across paid search, conversion pathways, and organic engagement — producing consistent gains in:

- Conversion growth
- Cost efficiency
- Inquiry volume
- Engagement depth
- Cross-device performance

Performance improvements compounded over time rather than spiking temporarily.

30%

Increase in paid search conversions

24%

Reduction in average cost-per-click

74%

Increase in form submissions

60%

Additional lift in form growth during scaling phases

31%

Increase in phone call conversions

4K

Calls generated within a performance cycle

33%

Increase in organic conversions

43%

Increase in average session duration

The result was structured performance expansion — not reactive campaign lift.

The Business Challenges

While campaigns were generating activity, the underlying performance system required refinement. Growth was possible — but only if efficiency, engagement, and attribution were structurally strengthened.

These challenges set the foundation for transformation:

1

Lead Volume Needed to Grow — Without Overspending

The client required a significant increase in conversions while maintaining strict efficiency benchmarks.

2

Cost Efficiency Needed Immediate Improvement

Paid campaigns were generating results, but there was room to reduce CPC, improve click-through rate, and optimize conversion rates.

3

Engagement Metrics Needed Strengthening

Session duration and pages per visit indicated opportunity to improve content relevance and on-site experience.

4

Attribution & Lead Tracking Required Refinement

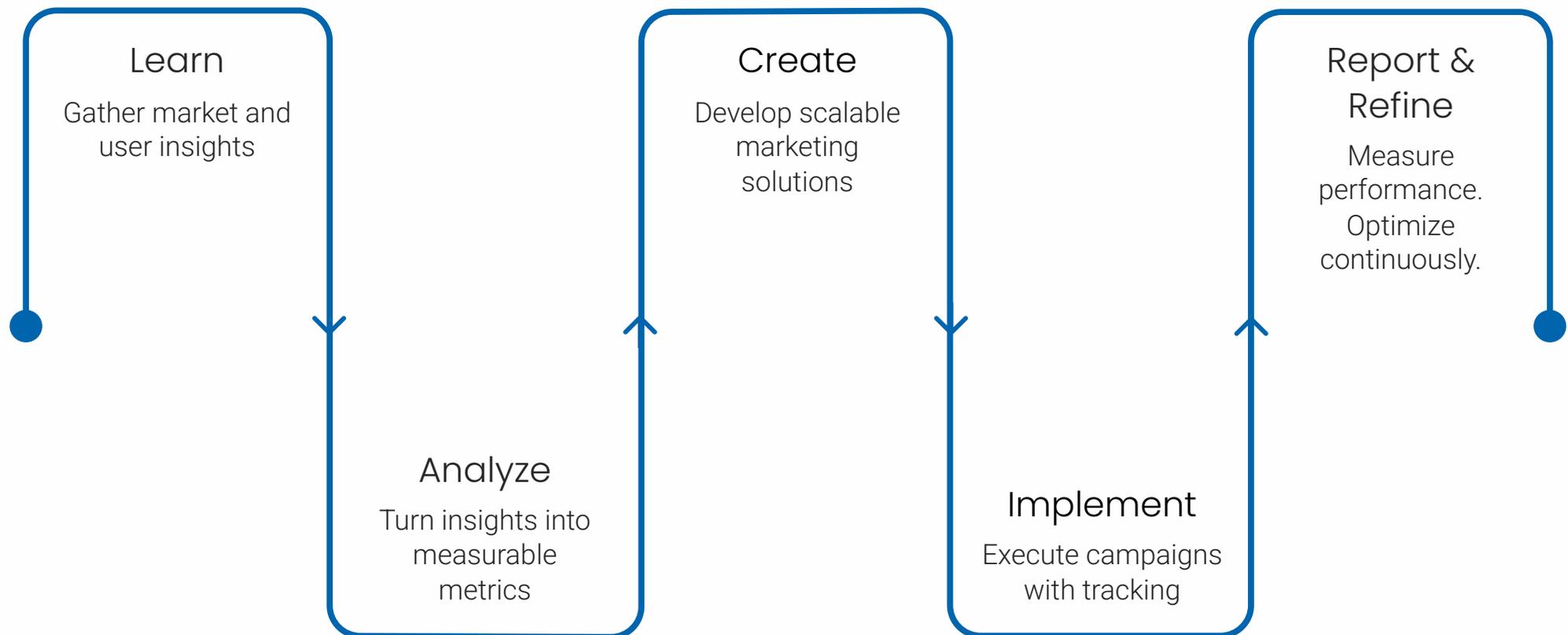
Phone calls, forms, and email interactions needed clearer attribution and better cross-device visibility.

Addressing these challenges required more than optimization — it required structural performance engineering.



Thunderbolt Group's Strategic Approach

Consistent with our methodology – Learn. Analyze. Create. Implement. Report. Refine. – we aligned marketing activity with measurable success metrics and focused on scalable solutions that continuously improve performance.



1. PPC Campaign Restructuring & Optimization

We conducted a full audit and restructuring of the client's [paid search advertising](#) account:

- Rebuilt campaign architecture for clarity and control
- Refined keyword groupings and match types
- Expanded negative keyword strategy to eliminate wasted spend
- Optimized bidding strategies to reduce CPC
- Improved ad messaging to increase click-through rate
- Enhanced device-level targeting
- Strengthened conversion tracking accuracy
- Prioritized high-intent and revenue-focused keyword

This created a stronger, more efficient acquisition engine built for long-term scalability.

2. Advanced Lead Tracking & Conversion Intelligence

To improve decision-making and optimize toward true business outcomes, Thunderbolt refined tracking and attribution systems.

Key Actions:

- Implemented enhanced call tracking
- Differentiated first-time callers from returning leads
- Improved cross-device attribution accuracy
- Optimized campaigns toward high-value conversion actions
- Increased reporting transparency and performance visibility

This ensured optimization efforts were aligned with qualified lead generation — not just surface-level engagement.



3. SEO & Engagement Optimization

Thunderbolt strengthened the client's organic performance through advanced [search engine optimization \(SEO\)](#) strategies, improving both technical and content-driven factors.

Key Actions:

- | | |
|--|--|
| <ul style="list-style-type: none">• Improved internal linking and site structure• Optimized high-converting landing pages through performance-driven website development• Strengthened on-page keyword alignment | <ul style="list-style-type: none">• Enhanced technical SEO performance• Increased engagement signals across priority pages• Improved user experience to support longer sessions and deeper exploration |
|--|--|

This reinforced the organic foundation and supported sustained long-term growth.





4. Engagement Depth & Trust Reinforcement

Healthcare decisions require trust – making [online reputation management](#) and messaging clarity critical to engagement performance.

We strengthened on-site messaging clarity, guided users through deeper content pathways, and analyzed session behavior to reduce friction.

The result was measurable improvement in engagement metrics – including a dramatic increase in average session duration and meaningful gains in organic conversion volume.

Traffic became more intentional. Intent became inquiries.

5. Performance Visibility & Accountability

To support sustained growth, Thunderbolt implemented structured reporting systems that delivered:

- Clear cost efficiency trend tracking
- Device-level performance transparency
- Inquiry channel attribution clarity
- Data-backed optimization frameworks

Leadership gained confidence in allocation decisions because performance was measurable and accountable.



Measurable Performance Impact

Through structural performance optimization – not budget expansion – Thunderbolt Group delivered sustained, multi-channel growth while maintaining disciplined cost control.

1. Paid Media Efficiency & Scale

- Significant reduction in average CPC – including a **24% decrease** during early optimization phases, with continued cost discipline thereafter
- Cost per conversion reduced while maintaining a **\$34 CPA benchmark**
- Click volume increased by more than **50%** during peak growth phases
- Click-through rates improved by up to **3.7%**
- Impressions increased while overall campaign costs were reduced

This alignment of lower costs and higher volume created scalable acquisition efficiency.

2. Conversion & Inquiry Growth

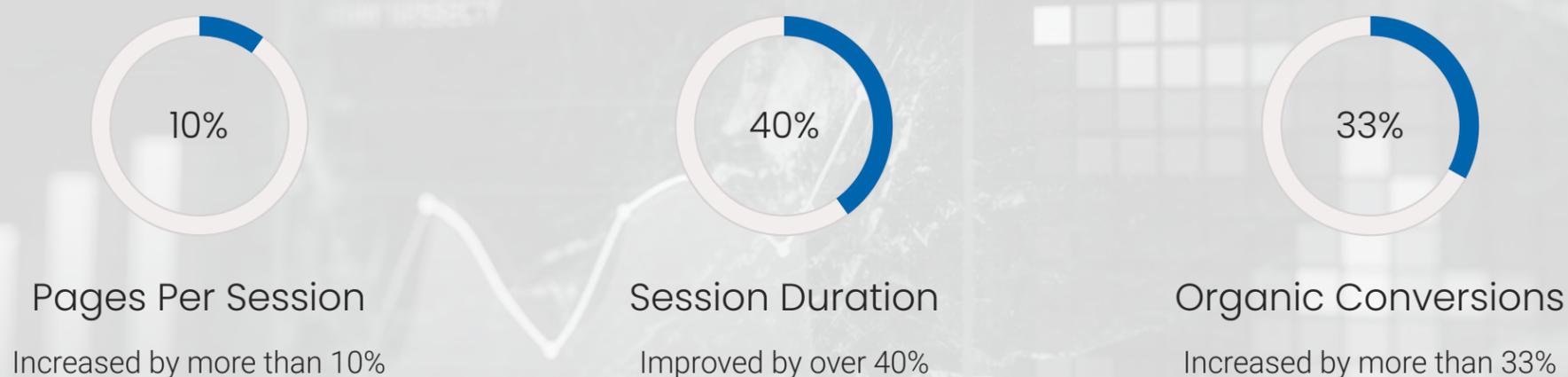
Optimization of conversion pathways translated directly into measurable inquiry expansion:

- Conversions increased by over **30%** during key growth periods
- Form submissions increased by as much as **74%**
- Phone call conversions grew by more than **30%**
- **Email engagement** increased by up to **85%**
- More than **4,000 total calls** generated
- Over **2,000 first-time callers** acquired
- Call-from-ad conversions improved by over **24%**

The result was consistent growth in qualified inbound demand.

3. Organic Engagement & SEO Performance

Strategic alignment between paid and organic initiatives strengthened on-site behavior and conversion performance:



Traffic growth translated into stronger engagement and measurable conversion lift.

4. Cross-Device Performance Gains

Performance improved across desktop, tablet, and mobile environments, ensuring high-intent demand capture across devices and through disciplined [geographic performance optimization](#).

Business Outcomes & Strategic Impact

For a mental health treatment organization operating in one of the most competitive digital acquisition environments, performance represents more than marketing efficiency – it directly impacts admissions stability, operational planning, and patient access.

This engagement delivered:

- Lower and more controlled patient acquisition costs
- Sustained growth in qualified inquiry and admissions volume
- Stronger engagement across paid and organic channels
- Clear, multi-channel attribution visibility across calls, forms, and direct inquiries
- A scalable digital infrastructure built to support national growth

☐ Beyond metric improvements, the transformation was structural. Thunderbolt Group delivered that precision – demonstrating how [our work](#) builds performance foundations designed to scale.

Build Stronger Digital Performance with Thunderbolt Group

If your organization is investing in digital marketing, the objective is not simply to generate traffic.

The objective is to convert demand into measurable business outcomes — efficiently, predictably, and sustainably.

Thunderbolt Group designs disciplined performance systems that:

- Increase qualified inquiry volume
- Improve cost efficiency in competitive markets
- Strengthen high-intent acquisition channels
- Deliver transparent, executive-level visibility

We do not rely on temporary lifts. We build structured digital ecosystems that produce measurable growth — consistently.

Now, if your team is seeking stronger performance, clearer insight, and greater efficiency from your digital investment, Thunderbolt Group is built to deliver it.