

Residential Home Health reaps rewards from targeted SEM



Residential Home Health

partners with physicians and hospitals to provide homecare to 3,500 patients, most of them seniors, and strives to reduce readmission rates for patients.

- **Industry:** Health
- **Market:** U.S.
- **Target Customers:** Female caregivers and daughters between the ages of 45 and 65
- **Product Used:** Negative keywords
- **Partner:** [WordStream](#)

 **WordStream**



The challenge

How can Residential Home Health reach a more relevant audience faster than it does with organic strategies like search engine optimization (SEO)?

The solution



Negative keywords prevent searchers who are looking for services **not** covered by homecare from visiting Residential Home Health's website. To find the right customers, Residential Home Health added negative keywords like:

“nursing homes”

“assisted living”

The results

“There’s so much to gain with Bing Ads. I’d pick higher click-through numbers at a lower cost any day. That’s key.”

Dreu Adams

Manager of Strategic Outreach, RHH

Bing Ads and WordStream helped Residential Home Health find...



a cost per click that's more than **\$1 lower**

than Google AdWords.



a **2.12% click-through rate**

compared to 1.84% with Google AdWords.



According to Residential Home Health's Dreu Adams, **60%** of customers from Google AdWords are what he considers “true customers,” whereas **Bing Ads tips in close to 100%.**

Want to learn more? Read the full story: [Residential Home Health reaps rewards from targeted SEM](#)

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