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## CASE STUDY #1 - Leading Vein Center

One of the largest phlebology (vein treatment) practices in the nation had been using a professional web marketing firm to manage their paid search marketing for many years. In 2009, they switched and began working with MD Connect with almost immediate results from their paid search advertising:

*"We actually reduced our spend, just a bit, but saw our results more or less triple."- MD/Owner*

The vein center also operates a state-of-the-art call center, tracking all marketing programs very precisely to resulting procedures and revenue. As a result, they have detailed data on the profitability of each of their marketing investments. An analysis of activity through eight months (Jan-Aug) of 2011 showed the following:

Medium	Marketing Expenditures	Revenue	ROI (Revenue/Media \$)	Return
<b>Print</b>				
Magazine #1	\$23,927	\$97,085	4.1	~Average
Magazine #2	\$19,419	\$58,027	3.0	~Average
Magazine #3	\$11,955	\$25,893	2.2	Below Average
Magazine #4	\$25,664	\$53,780	2.1	Below Average
Magazine #5	\$62,400	\$108,735	1.7	Below Average
Magazine #6	\$4,297	\$24,090	5.6	Above Average
Magazine #7	\$12,000	\$8,138	0.7	Negative
Magazine #8	\$11,820	\$2,726	0.2	Negative
Newspaper #1	\$20,141	\$46,481	2.3	Below Average
<b>Television</b>				
Television #1	\$69,948	\$115,682	1.7	Below Average
Television #2	\$12,000	NA		NA
<b>Internet</b>				
Online Marketing (MD Connect)	\$37,500	\$512,619	13.7	Above Average
Online Directory	\$4,320	\$13,425	3.1	~Average
<b>Radio</b>				
Radio #1	\$3,995	\$2,478	0.6	Negative
Radio #2	\$15,200	\$13,217	0.9	Negative
<b>Billboard</b>				
Billboard #1	\$2,000	\$15,726	7.9	Above Average
Billboard #2	\$3,810	\$0	0.0	Negative
<b>TOTALS/AVERAGE</b>	\$340,395	\$1,098,102	3.2	

This client has since expanded their online marketing activities with MD Connect to include higher-order analytics (keyword-level call tracking), mobile targeted search campaigns, and multiple contextual advertising campaigns, with the goal of further improving the above results.