

CHG Healthcare Services

# A healthy strategy

Adobe® Digital Marketing Suite enables leading U.S. healthcare staffing agency to optimize its online presence and search marketing campaigns to increase conversion and audience engagement

**CHG Healthcare Services**

Salt Lake City, Utah

[www.chghealthcare.com](http://www.chghealthcare.com)**Results**

- Achieved 55%, 66%, and 137% lifts in conversion across multiple brand pages using insights gained from testing
- Delivered critical insights into visitor behaviors and website performance
- Adopted data-driven culture across the agency
- Avoided 26% drop in conversion by testing different search functionality
- Enabled audience segmentation to deliver more personalized, targeted experiences

The worldwide healthcare industry relies on a well-trained workforce that is laser-focused on a single purpose—to deliver the best possible service and outcomes for patients. With baby boomers in the United States reaching retirement age, the pressure is on for hospitals, clinics, and private practices to hire top professionals to deliver world-class services and remain competitive in an expanding market, as well as leverage highly-skilled temporary staff to better scale its workforce. In turn, these institutions turn to staffing agencies, such as CHG Healthcare Services, to find and deliver exceptional recruits to meet their growing demands.

Initially, CHG took a simplistic approach with its website and visitor acquisition strategies, provisioning its lean digital team of four staff members with the most basic tools—a website and a budget—to engage its online audiences. As time went on, CHG digital marketers found that by only expanding budget, they were spending more proportionally to keep bringing new visitors to the company's website. CHG needed a way to optimize its online presence to make the most of site traffic and deliver more relevant displays and content, as well as get away from strategies based around diminishing returns.

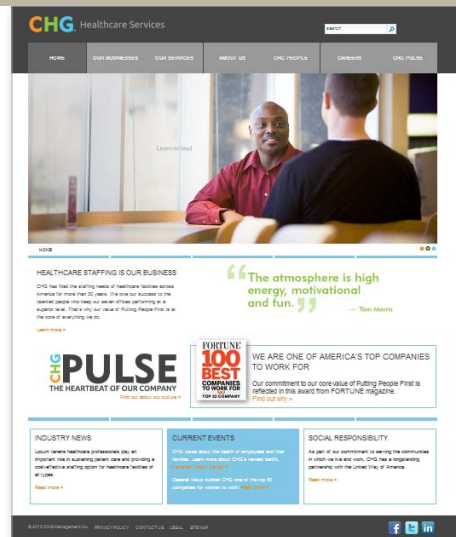
"We originally took a 'set it and forget it' approach with our website, but that led us down the path of paying incrementally more for fewer positive outcomes," says Kyle Power, director of online marketing at CHG. "Throwing more money into pay-per-click (PPC) search campaigns and at the website wasn't getting us to the core of the problem. We needed a deeper understanding of the key drivers that get prospective staffing recruits to arrive on our website, engage them with relevant content, and drive them to convert by filling out an employment application form."

Equally important, the company needed a solution to support its relatively small staff of digital marketers by delivering clear and actionable insights—enabling team members to better allocate time and resources. CHG also wanted to look at its existing content assets, make them even more relevant and engaging, and create additional value for online visitors. In turn, the staffing agency saw significant additional opportunity to help get its marketing budget under control, while continuing to deliver strong results.

**From the inside out**

Rather than spending more on expanding its keyword search marketing PPC campaigns to increasingly unmanageable levels, CHG chose to leverage Adobe Digital Marketing Suite to begin examining its online traffic—understanding where traffic comes from, what keywords drive visitors to the website, who the visitors are, and what content is driving quality conversions. "There was a point where we needed to stop looking outwardly for answers," says Power. "Adobe Digital Marketing Suite offered solutions that helped us look closely at our online interactions, create quality experiences, and drive conversion."

CHG PPC landing page: CHG Healthcare Services uses Adobe Digital Marketing Suite to gain a deeper understanding of user segments to deliver more relevant experiences to visitors and drive conversion.



### Challenge

- Controlling SEO and PPC return on investment
- Gaining visibility into visitor behaviors and preferences
- Delivering more relevant content and offers
- Increasing website conversion and visitor engagement

### Solution

- Adopted Adobe Digital Marketing Suite to integrate visitor data into a rich testing strategy and deliver more personalized, targeted experiences to boost conversion and audience engagement

### Systems at a glance

Adobe Digital Marketing Suite.  
Components used include:

- Adobe SiteCatalyst®
- Adobe Test&Target™

Adobe Consulting

The first step for CHG was to leverage advanced analytics and segmentation capabilities within Adobe products to gain visibility into existing customer acquisitions and conversion paths. The company gained a more granular view into which keywords search engine visitors were using to find the website, and in particular which pages were being served to visitors as a result of the keyword search, as well as their subsequent click paths throughout the site.

This comprehensive analysis led to the company's ability to view where visitors had landed on the page—uncovering that nearly 66% of all visitors landed on two main areas of the website—then to categorize them using specific attributes and click-through behaviors. Visibility into web traffic and content engagement offered CHG a strong foundation for future optimization efforts and the ability to execute more personalized campaigns.

"Previously, we could make generalizations about who was coming to the website and what they were looking for," says Power. "Adobe products enable us to take a much closer look at prospective staffers, communicate to our decision-makers the best strategies to optimize our online channel, and lay the foundation for delivering more relevant experiences to targeted groups of visitors."

### From learning to action

CHG is integrating insights gained with Adobe Digital Marketing Suite seamlessly into its ongoing testing strategy. Rather than employing multiple tests, early on, the company chose to start small and focus on a simple, easy-to-understand and easy-to-promote test. "Integration within Adobe Digital Marketing Suite allowed us to quickly target the most statistically significant opportunities, launch strategic tests, and deliver actionable insights to stakeholders to build momentum for creating a data-driven culture within our organization," says Power.

Early in its optimization efforts the company launched a basic button test, where the color, copy, and placement of a key button were changed on the company's job board landing page. By optimizing the way the button was presented, CHG achieved a 13% boost in conversion for visitors completing its online registration form. It was a good win in terms of conversion, but it was a bigger win for CHG marketers—offering the team increased visibility into its visitors' preferences and providing a strong foundation for future testing strategies.

As a result, the company has launched many tests targeted to both its overall audience and distinct visitor segments. For example, instead of sending all visitors directly to the company's job board page, CHG offered a focused landing page for visitors arriving via a PPC campaign, which included direct registration information and led to a 66% lift in conversion. Applying the same principle to two other CHG brand pages, the company increased conversion by 55% and 137% respectively. "Adobe Digital Marketing Suite allows us to learn quickly on one page and apply those insights globally—magnifying the benefits we can achieve from a single test," says Power.

*“Adobe Digital Marketing Suite offered solutions that helped us look closely at our online interactions, create quality experiences, and drive conversion.”*

Kyle Power, Director of online marketing, CHG Healthcare Services

Equally as important, CHG has learned through testing how making improvements to its websites based on intuition alone hardly ever delivers positive results. For example, the company previously thought applying drop-down search menus instead of a free-form search bar across different pages on its website would better engage visitors and lead to more consistent conversion—however it resulted in just the opposite. Through testing, marketers uncovered that this ‘optimization’ actually led to a 26% drop in conversion and contradicted internal conventional wisdom, further supporting the staffing agency’s shift towards a heavier reliance on testing.

Adobe Digital Marketing Suite products used by CHG Healthcare	
Product	Description
Adobe SiteCatalyst	Provides actionable, real-time data across online platforms
Adobe Test&Target	Enables marketers to continually improve content relevance through the design and execution of dynamic A/B and multivariate tests and content targeting
Adobe Consulting	Delivers critical insights into digital marketing strategies and product implementation

### A new day

In only six months, CHG has transformed its digital marketing philosophy from buying additional leads to earning more attention from its visitors by offering more targeted and relevant content. In turn, says Power, CHG marketers have adopted a new mantra: Fail fast, succeed faster. “Failures are going to be inevitable as we continue to push the boundaries of what we can accomplish using Adobe Digital Marketing Suite,” he adds. “But by testing ideas and responding accordingly, we’ve learned so much, proven conventional thinking wrong—backed it up with hard data—and have taken significant steps forward in effectively engaging our audiences and driving more conversion.”

Most importantly, this new focus on data has enabled CHG to dramatically shift its overall online marketing strategy from being built around spending more to get the desired results to building a data-driven culture that can do more with less.

**For more information**  
[www.adobe.com/products/digital-marketing-suite](http://www.adobe.com/products/digital-marketing-suite)



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