



256%
Increase in Leads

195%
Increase in
Conversion Rate

Sword Health Eases Marketing Pain with 195% Increase in Conversion Rate



About Sword Health

Sword Health is a digital physical therapy platform that provides patients with access to physical therapy exercises and care from a remote physical therapist. The platform uses a combination of video, audio, and text to provide patients with personalized physical therapy exercises.

Problem

Sword Health was investing significant budget into its advertising programs with high click-through rates, but poor acquisition conversion rates. As we audited the existing buyer’s journey, it became clear that landing pages lacked critical information that would bring users the confidence they needed to take a next step. Sword Health needed to significantly reduce the amount of wasted adspend on low-converting campaigns.

Strategy

97th Floor began by performing the critical first step of enhancing Sword’s knowledge of its personas and buyer journeys, performing research into the process that patients with musculoskeletal pain dealt with as they sought solutions.

This informed a complete rebuild of Sword Health’s landing pages to explore the user challenge, demonstrate how Sword Health benefits address the challenge, and show proven results after implementation—all coinciding with a company rebrand.

Results

Results were immediate leading to an increase of 270 leads compared to the previous period (a 256% increase), largely thanks to a 195% increase in conversion rate (up to 1.8%).



Learn how 97th Floor can help you achieve unprecedented growth.

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