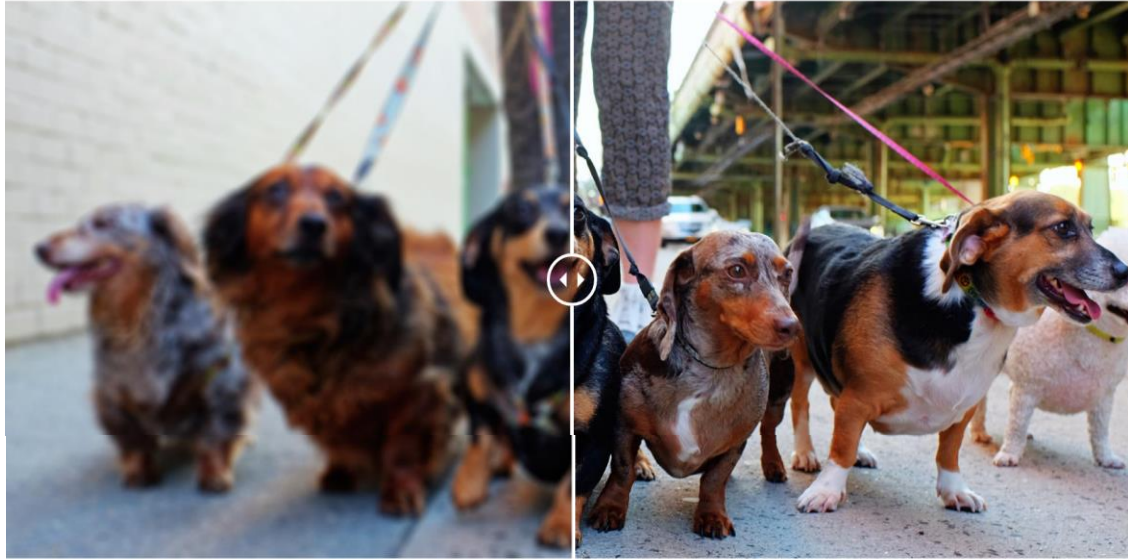


Imagine Your Life After LASIK

Use the slider to see how clear 20/20 vision can be.



KREMER EYE CENTER WEBSITE & CRM RETARGETING CAMPAIGN 2016 - PRESENT



KREMER RETARGETING CAMPAIGN

OUR TASK

Convert a higher % of current KremerEyeCenter.com traffic – as well as current leads – into completed procedures. Our focus: prospects ripe to move down the funnel who had expressed interest – whether passively (stopped by for a digital visit) or directly (told us so during a consult). From concepting campaigns all the way through data analysis and refinement, the primary objectives were clearly established: drive more revenue, ensure the brand stayed top of mind with the most qualified prospects, and optimize a sensible, ongoing digital ad budget.

OUR STRATEGY

With all prospect touchpoints, we featured a deeper, smarter story about the benefits of LASIK, and made sure that fence sitters understood the financial implications and opps (over time LASIK is cheaper than glasses/contacts). We designed an interactive LASIK landing page and drove prospects to it via web banners and social ads. We refined the audience to those furthest down the funnel residing within a 30 mile radius of the seven Kremer locations. Monthly, we refreshed the creative with an eye toward key promotions and seasonal themes (skiing is more fun if you can see where you're headed). Budgets for the ads and targeting that converted at the best rate were emphasized.

THE RESULTS

AD CAMPAIGN STATS

- Avg. Total Monthly Leads: 50-60
- Avg. Total Monthly Consults: 10-15
- Avg. Total Procedures: 1-3

CAMPAIGN CLICKS

- Monthly Average: 1,250

CAMPAIGN IMPRESSIONS

- Monthly Average: 300,000

LASIK LANDING PAGE

➔ www.kremereyecenter.com/ilasik-opportunity/



100% Personalized LASIK Exclusive Advanced Technology Only at Kremer Eye Center

Imagine waking up each day without having to reach for your glasses to see your alarm clock. Imagine how easy applying makeup will be without the annoyance of contacts. And those sleek sunglasses you've been wanting to show off, now you can.

What are you waiting for? LASIK will save you the never-ending expense and hassle of glasses and contacts. If you're ready for a Lifestyle Change, schedule your free No Obligation Consultation today!

- WHAT IS ILASIK? +
- IS ILASIK RIGHT FOR ME? +
- WHY KREMER EYE CENTER? +
- SPECIAL FINANCING AVAILABLE +

SCHEDULE YOUR FREE CONSULT >

How Advanced iLASIK Works



Step 1
Creating Your Eye Map
The first step is to take custom measurements using WaveFront guided diagnostics.



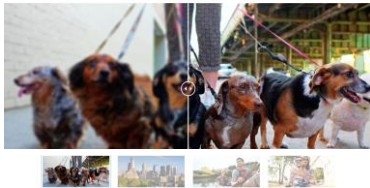
Step 2
Preparing Your Eye
Using The IFS Advanced Bladeless Laser, Kremer Surgeons create a micro-thin LASIK flap in seconds.



Step 3
Personalized Treatment
A second, ultra-precise, cool-beam laser is used to apply the Advanced CustomVue Treatment. Your visual transformation is immediate.

Imagine Your Life After LASIK

Use the slider to see how clear 20/20 vision can be.



SCHEDULE YOUR FREE CONSULTATION TODAY!

BETTER VISION IS WITHIN REACH. TAKE THE FIRST STEP AND FILL OUT THE FORM TODAY.

APPOINTMENT DETAILS

NAME:

PHONE:

EMAIL:

ADDRESS:

ZIP:

DATE:

TIME:

SEND

100% Personalized LASIK Exclusive Advanced Technology Only at Kremer Eye Center

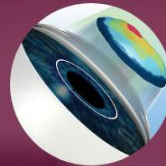
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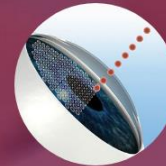
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How Advanced iLASIK Works



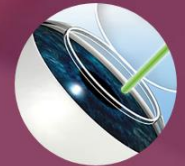
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WEB/SOCIAL BANNER ADS



TAKE OUR 3-MIN LASIK SELF TEST
GET 0% INTEREST UP TO 24 MONTHS ON LASIK



20/20 VISION STARTS NOW
LEARN MORE Schedule your LASIK consult



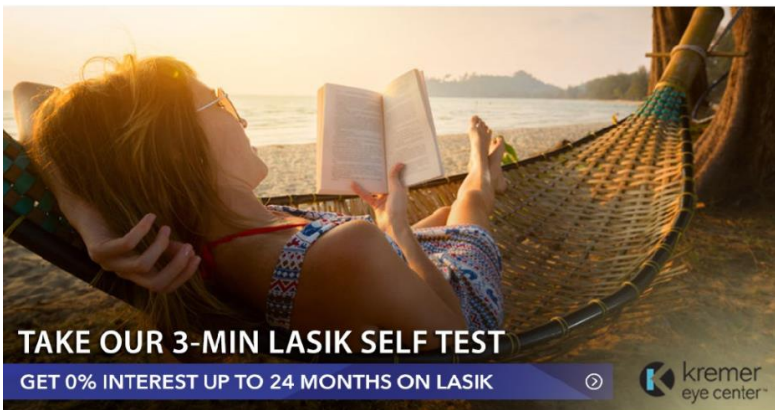
BOOK TODAY AND SAVE ON LASIK
LEARN MORE Get 0% Interest, 24 Months*



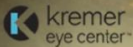
CELEBRATE LIFE WITH CLEAR VISION
LEARN MORE Learn about clear vision options



TAKE OUR 3-MIN LASIK SELF TEST
GET 0% INTEREST UP TO 24 MONTHS ON LASIK



TAKE OUR 3-MIN LASIK SELF TEST
GET 0% INTEREST UP TO 24 MONTHS ON LASIK



Kremer Eye Center
Sponsored · Like Page

Use our LASIK Affordability Calculator to compare the cost of LASIK vs contacts and glasses. The results will shock you.



Shocking! Compare LASIK Cost vs. Contacts & Glasses
How much are you spending on contacts & glasses each year?

KREMEREYECENTER.COM **Book Now**

We can help your business grow too.
Let's chat.



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