

GASTROENTEROLOGY PRACTICE

● FACEBOOK ADS

\$7.36

Cost Per New Patient Lead

Healthcare Facebook average: \$35–50 per lead. We delivered \$7.36.

A specialist gastroenterology practice in Houston needed a consistent pipeline of new patient appointments. In a privacy-sensitive healthcare vertical where Meta advertising demands precise audience targeting, ProSocial built an Instant Forms campaign that converted at nearly 3x the healthcare industry average CTR — at a cost that made every dollar work harder.

573

New Patient Leads

2.65%

Click-Through Rate
vs 0.90% avg

\$0.68

Cost Per Click

CTR VS. HEALTHCARE BENCHMARK

Healthcare Facebook Avg: 0.90%

ProSocial Result: 2.65%

2.94x industry benchmark

REACH METRICS

65,416

Unique People Reached

234,856

Total Impressions

THE RESULT

573 new patient appointment leads at \$7.36 each — 80% below the medical industry Facebook average of \$35–50. A 2.65% CTR on a healthcare audience confirms strong message-to-market fit from the first campaign cycle. ProSocial Intelligence monitored daily frequency and engagement signals to prevent audience fatigue and maintain lead volume throughout the full campaign.

THE CHALLENGE

- Healthcare advertising on Meta requires strict compliance and careful audience targeting
- Previous campaigns were generating leads at 5–6x the current cost per lead
- High-competition Houston medical market with established specialist practices
- Long patient decision cycle requiring sustained visibility without overspending

THE APPROACH

- Instant Forms campaign built for frictionless lead capture on mobile devices
- Audience segmentation by age and health interest signals for GI-related conditions
- Creative strategy focused on accessibility and trust rather than clinical procedure detail
- Daily frequency monitoring via ProSocial Intelligence to prevent audience fatigue

RESULTS VS. INDUSTRY BENCHMARKS

Metric	Industry Average	ProSocial Result	Improvement
Cost Per Lead (CPL)	\$35–50	\$7.36	-80%
Click-Through Rate	0.90%	2.65%	+194%
Cost Per Click (CPC)	\$1.50–\$2.50	\$0.68	-63%
Leads (campaign total)	varies	573	consistent

PROSOCIAL INTELLIGENCE INSIGHT

Audience frequency monitoring showed diminishing CTR at 3+ impressions per user. ProSocial Intelligence triggered creative rotation at the optimal moment — sustaining a 2.65% CTR throughout the full campaign without a frequency-driven drop, which is the most common failure point in healthcare Facebook campaigns.