



# Overview

Confluent Health operates a nationwide network of physical therapy clinics under 40+ regionally branded partners (e.g., ProRehab, Foothills, Motion, TPTS). Leap Group was engaged to modernize and unify digital performance across paid media, website infrastructure, and creative storytelling—while maintaining the localized autonomy essential to each franchise's success.



# Objectives

- Generate qualified patient leads across all partner clinic brands
- Maintain CPA under \$25 while scaling volume and geographic reach
- Launch a scalable, modular website system to support 40+ franchise brands
- Build brand awareness via video platforms
- Provide additional strategic support for talent recruitment and career marketing





## Strategy

# 1. Franchise-Centric Digital Architecture

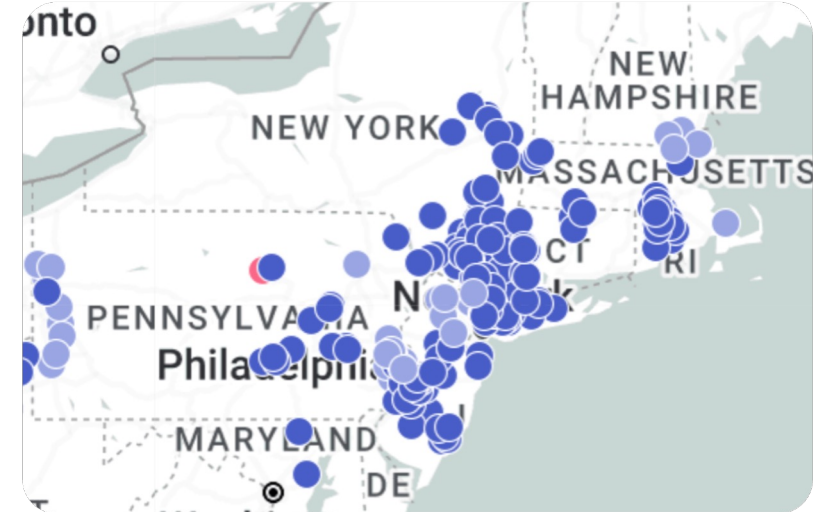
Each partner brand needed a digital experience tailored to its local market—without sacrificing consistency or performance. Leap redesigned the ecosystem to support:

- Shared CMS architecture with modular templates for rapid site expansion
- Location finders, provider bios, and geo-filtered content
- Integrated CRM and lead routing per franchise
- GA4 tracking for regional performance visibility
- Schema markup for local SEO
- Regional alerts and lead prioritization by zip code

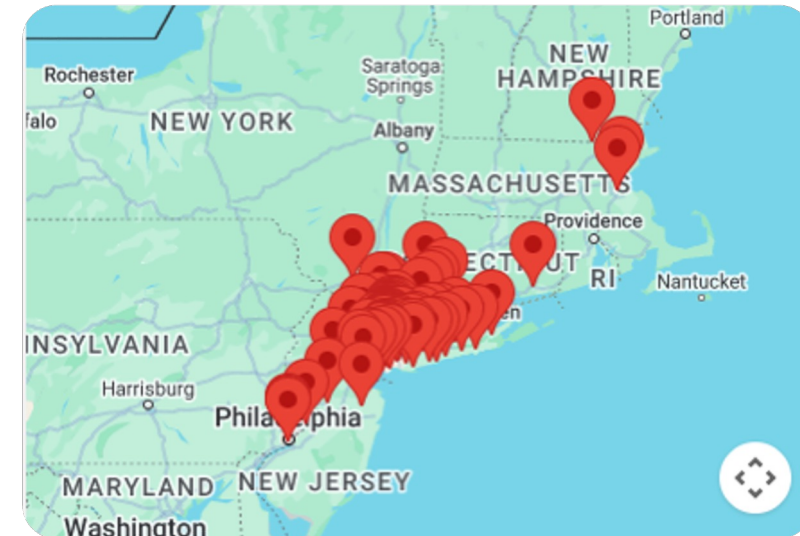
The system served three primary user types:

- Career seekers exploring culture and benefits
- Patients looking for nearby clinics and conditions treated
- Partners (referral sources, affiliates) seeking information and integration

Confluent Health Locations



Cohen's Fashion Optical

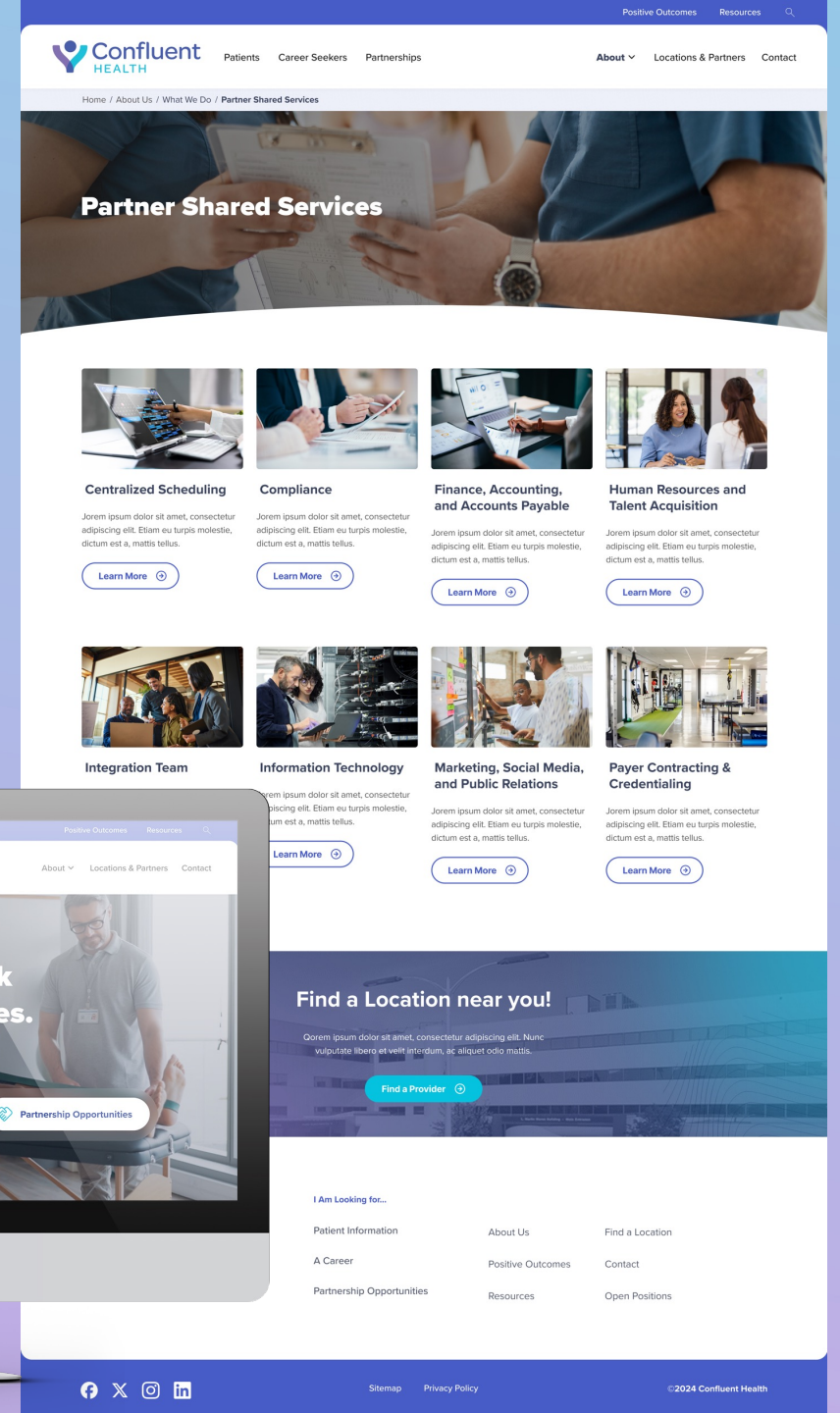
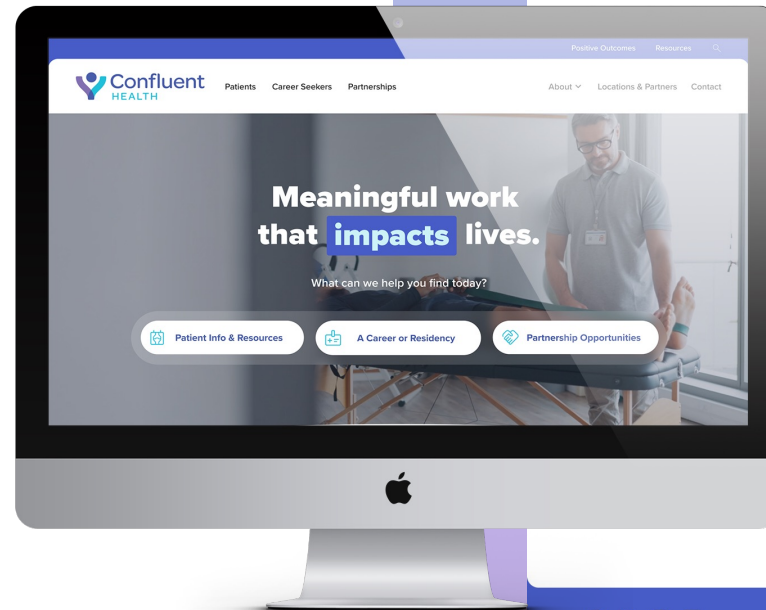


## Strategy

# 2. Website Rebuild & UX Transformation

Leap redesigned Confluent Health's partner websites with a focus on modularity, mobile-first UX, and lead generation. Key upgrades included:

- **Three-audience UX strategy:** Tailored pathways for patients, career seekers, and partners
- **Smart Search & Resource Hub:** Filterable, future-ready content system for blogs, videos, and infographics
- **Interactive Partner Directory:** Location + service + brand filtering across 40+ partners
- **Conversion Optimization:** Real-time location matching, CRM integrations, and regional alert systems
- **AI Eye-Tracking:** Neurons platform used to validate UX performance against competitors
- **Pixel Strategy:** Advanced lead gen pixel capturing household income, LinkedIn profiles, and other B2B/B2C signals



## Strategy

# 3. Patient Acquisition: Paid Media Strategy

### Media Architecture

We restructured paid media accounts around a localized, scalable framework. Each region and clinic was treated as a standalone asset within a portfolio model—allowing for customized strategy at the location level, while sharing learning across the system.

- Account structure included separate brand and non-brand campaigns for each partner
- Shared naming conventions, campaign templates, and sitelink libraries improved manageability and benchmarking
- Clinic-specific sitelinks, zip code targeting, and ad copy ensured local relevance and higher Quality Scores
- Franchise rollout used a five-week launch sequence, including advertiser verification, billing, creative QA, and tagging protocols



### Paid Search (Google Ads)

Our tactical playbook was built to balance efficiency with scalability across 40+ unique regions:

- **Ad Group Strategy:** Core PT, pelvic floor, vestibular, orthopedic, and sports injury campaigns deployed based on partner capabilities
- **Bid Strategy:** Campaigns shifted between Max Conversions and Target CPA depending on brand maturity and regional competition
- **Ad Copy:** Localized messaging (“Physical Therapy in Providence” or “Back Pain Treatment in Tucson”) was dynamically injected into RSAs
- **Sitelinks:** Included location-specific service pages, insurance info, and appointment CTAs
- **Optimization Calendar:** Weekly schedule covered:
  - Campaign pacing
  - LP and tracking QA
  - Search query mining
  - Sitelink updates
  - Franchise-level CPA benchmarking



## Strategy

# 4. Brand Building: YouTube & Meta Video

To complement lower-funnel performance media, we launched video campaigns across Meta and YouTube for partners including Foothills, Motion, ProActive, and TexPTS.



- TexPTS: 383K impressions, 80K views, \$0.04 CPV, 21% view rate
- ProActive: 431K impressions, 48K views, \$0.04 CPV, 19.4% view rate

Videos targeted adults aged 25–55 who were:

- Recently injured or post-surgery
- Increasing physical activity
- Actively researching pain relief or therapy services

While direct conversions were minimal, video efforts lifted branded search queries, increased time on site, and influenced organic appointment behavior.



**Meta** (Facebook + Instagram):

- 3.3M+ impressions in Oct 2024 across 6s, 15s, and 30s formats
- 86K+ 3-second views at a \$0.05 average CPV
- Foothills and Motion showed the strongest engagement

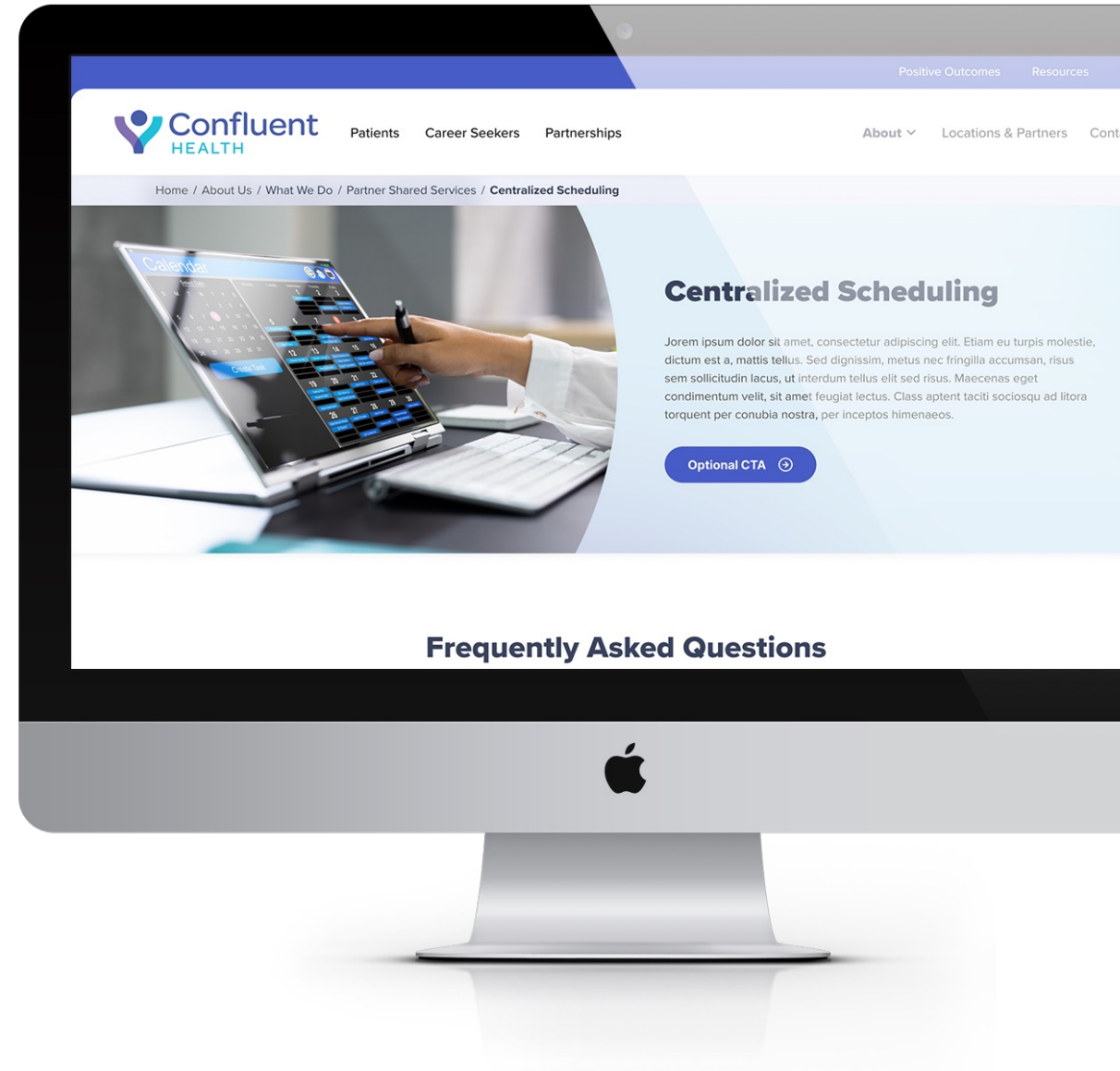


## Strategy

# 5. Landing Page + UX Audit

To improve funnel efficiency, we conducted an in-depth audit of conversion pathways:

- Identified and corrected 404s and redirect errors (e.g., ProActive's manual therapy page)
- Aligned ad destinations to local service pages, improving relevance and Quality Score
- Enhanced conversion tracking through full GA4 event tagging and SnapEngage attribution
- Reduced form abandonment by streamlining appointment scheduling UX



## Strategy

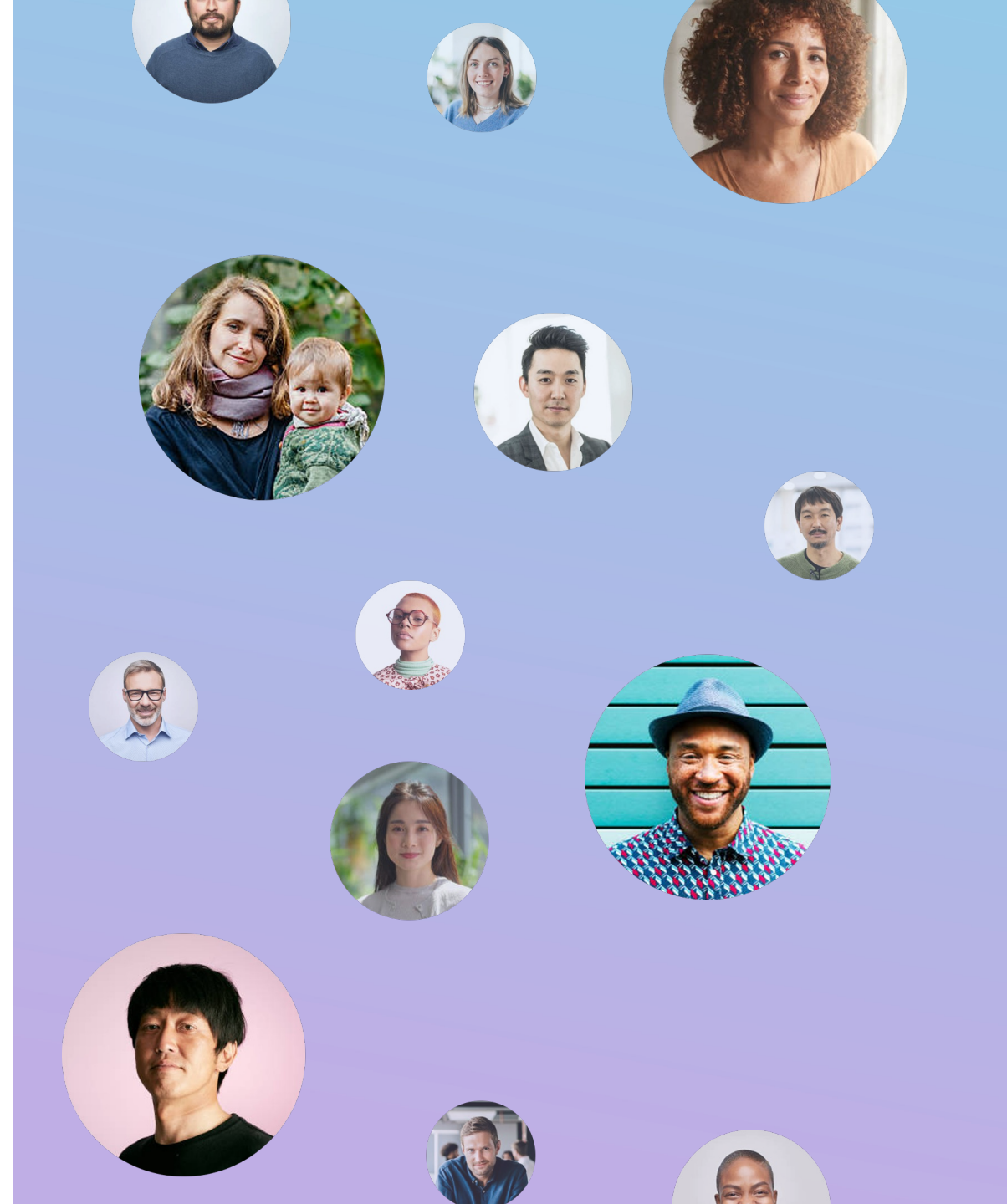
# 6. Recruiting Campaign Support

In parallel with patient acquisition, Leap launched and managed an ongoing recruiting campaign to support talent growth across regional partners.

### Key elements:

- Programmatic job ads + Google/Meta campaigns
- Dynamic ad copy promoting local clinics and stock grant benefits
- Landing page optimization and SEO for career sections
- iCIMS and GA4 tracking for job applicant attribution

While not a core performance campaign, recruitment supported Confluent's expansion goals and was integrated into the same media and analytics framework.





## Execution

# Top Performing Markets & Partners:

**TexPTS:** CPA under \$10, 20%+ CVR on non-brand terms

**Motion PT (NY/CT):** Efficient brand campaigns with CPA as low as \$5

**Pappas OPT (RI):** Local dominance in branded search—CPA as low as \$4.04

**Foothills (AZ):** High video engagement + branded CPA under \$6

**ProRehab (KY):** Recovered from NB volatility to deliver steady YoY gains


## Key Learnings & Recommendations

- Geo-precision matters: City- and clinic-level segmentation is essential to managing CPA and lead quality
- Franchise systems need flexible infrastructure: CMS, GA4, and campaign frameworks must support local customization
- Video amplifies search: YouTube and Meta increased search interest and appointment activity in tested markets
- Recruiting aligns with growth: Talent-focused media strategies should remain a part of the performance model

“Joining forces with Confluent Health has been a game-changer for our practice. Their unwavering support, expert guidance, and dedication to excellence have elevated our clinic to new heights, allowing us to make a real difference in the lives of our patients.”

[View All Positive Outcomes](#)

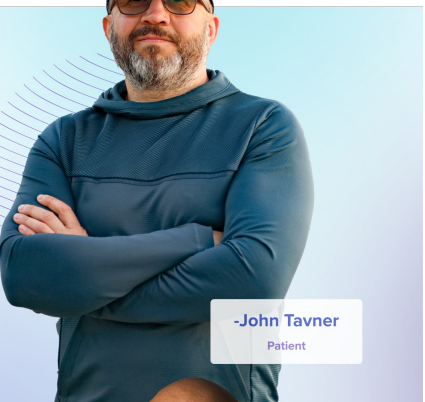
**-Jen Stelton, PT**  
ProRehab

A portrait of Jen Stelton, PT, a Black woman with glasses and a white lab coat over teal scrubs, smiling. The background is a light blue gradient with white curved lines.

“Before I found Confluent, I was struggling with chronic back pain that made even simple tasks unbearable. From the moment I walked through their doors, I knew I was in good hands. The team at Confluent provided personalized care and attention, creating a tailored treatment plan that addressed my specific needs.”

[View All Positive Outcomes](#)

**-John Tavner**  
Patient

A portrait of John Tavner, a man with a beard and glasses, wearing a dark blue long-sleeved shirt and a baseball cap, with his arms crossed. The background is a light blue gradient with white curved lines.

“As a clinic owner, partnering with Confluent has been an absolute game-changer. Their support and resources have allowed us to expand our services, reach more patients, and elevate our standard of care to new heights. With Confluent by our side, we're not just building a business; we're building a legacy of wellness and excellence.”

[View All Positive Outcomes](#)

**-Rob Herkimer**  
Partner

A portrait of Rob Herkimer, a Black man with a beard, wearing a dark blue polo shirt, smiling. The background is a light blue gradient with white curved lines.

Metric	2024 Performance	YoY Change
Total Conversions	51,062	+126%
CPA	\$17.23	−23%
Total Impressions	9.2M	+154%
Total Clicks	336,823	+106%
Conversion Rate	15.42%	+6.5%
YouTube CPV	\$0.04	Baseline
Meta 3-Sec View Cost	\$0.05	Baseline