Case Study: Medical Clinics

Driving meaningful, measurable results through listings management

With 300 privately owned and franchised medical clinics across Spain, the client needed a solution to manage and optimize their local online data. By partnering with DAC, they were better able to connect with customers wherever they happen to be, driving transformative business growth!

Listings management in action

	The challenge	The results
Visibility	**34%** Visibility in vendors was 34%	**98%** Visibility increased **2.8x**
Accuracy	**71%** Only 71% of locations were showing accurate information	**93%** Accuracy increased **1.3x**
Calls	**1,345** The client was receiving 1,345 calls per month	**11,907** The number of calls per month soared **8.8x**
Traffic	**271** The client was receiving 271 visits per month	**2,889** The number of visits per month skyrocketed **10.6x**
Reviews	**93 3.1 -8.60%** Reviews were generally negative with no responses from the brand. In June 2017, there were 93 reviews with an average score of 3.1 and Net Promoter Score of -8.60%.	**158 3.7 29.30%** The number of reviews went up due to the boost in visibility. The review score and Net Promoter Score also rose as the client started responding to reviews.