

## Case Study

SharpeVision Modern LASIK's promise is simple, yet powerful: to provide patients with a better LASIK experience. **With locations in Austin, Chicago, and Seattle, their digital advertising strategy includes utilizing smart, targeted data to increase bookings in all three unique markets.** SharpeVision is able to achieve its key objectives in record time by utilizing an approach that focuses on the capture of new clients and bringing them further down the conversion funnel.

### The Objective

- Increase appointments and reduce cost-per-bookings across three U.S. locations
- Execute prospecting and retargeting tactics simultaneously
- Implement a hybrid service approach to maximize efficiency and results

### The Solution

Together, Choozle and SharpeVision optimize campaigns towards gaining new appointment bookings by using both prospecting and retargeting at the ad group level.

For prospecting specifically, there is a strong reliance on targeting using **BlueKai, DStillery, and Eyeota data** to reach both in-market and past-purchasers of contact lenses and eyeglasses. **Contextual keyword targeting** is used to serve ads to those researching LASIK surgery or prescription lenses online. Lastly, **longer campaign flights** allowed for auto-optimizations to take effect while updates to creative assets were made every 30–90 days.

### Key Results

#### Reduced CPI

(conversion per-impression)  
40% below traditional  
media types

#### Low CPIs

are consistently delivered  
across all media types MoM  
via retargeting efforts

#### Within the first 30–45 days

success metrics were  
noticeable after Choozle's  
customer service and support  
ramped up learning

*“Choozle has consistently proven to be a top performer for us. Month-over-month, I can count on the strategies we deploy in Choozle to **drive new traffic** to our site and **steadily increase appointment bookings** for each of our locations.”*

**–Jeff Archambault, Director of Marketing, SharpeVision Modern LASIK**