

Fast Track Marketing Lowers Cost Per Internet Lead by 90% with AdReady



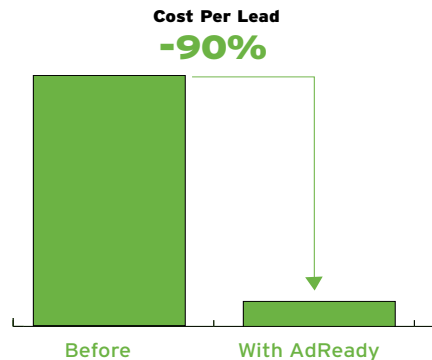
A marketing partner to businesses offering LASIK surgery, Fast Track manages the entire lead-to-patient marketing process. AdReady incorporated Fast Track's unique marketing approach of offering educational content rather than just consultations. To achieve more powerful internet marketing, they turned to AdReady to deliver better results for their clients. Within four weeks, the results from AdReady were clear: The cost per internet lead was reduced by 90% over a 4 week time frame. [READ MORE.](#)

Fast Track's ability to capture more market share for clients and increase profitability begins by generating the highest number of inquiries at the lowest cost. The first step in the sales cycle, it dramatically affects bottom line costs. And here's the rule: the wider the funnel, the better the results.

Methodology

- Ran geographically targeted display ad campaign
- Rapidly optimized campaigns by incorporating Fast Track's free dvd offer and changing landing page to be more relevant to consumer
- Campaigns were easily customizable for multiple clients

Results



- These changes drove a 90% reduction of internet cost per lead over a 4 week period



"AdReady lowered my cost per internet lead by over 90% in four weeks. Their targeted advertising solution has not only enabled us to start doing online display advertising, but to do it efficiently without wasting a lot of marketing dollars."

Doug Sims

President of Fast Track Marketing for Elective Healthcare Practices
Boulder, Colorado

Get more with AdReady! To set up a personal demonstration please call us at 1-866-493-1730.