

How a Leading Healthcare Network Bridged the Gap Between Privacy & Performance—Driving **38% More Conversions With 41% Lower Costs**

INTRO

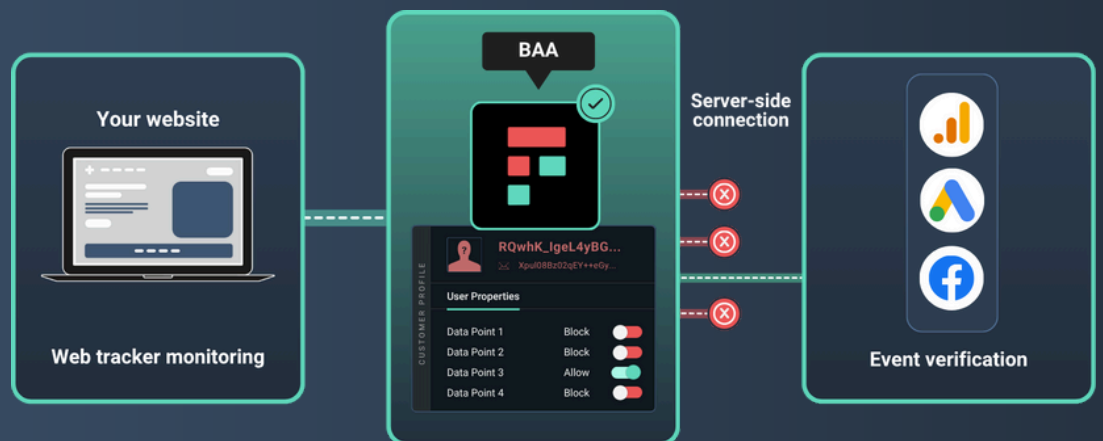
A leading healthcare network faced a major challenge: **maintaining HIPAA compliance without sacrificing the data needed to optimize digital campaigns.** HIPAA created a data blind spot for the organization, leaving them unable to track conversions or measure campaign performance without risking exposure to sensitive data. The team needed a solution that would allow them to maintain both privacy and visibility.

SOLUTION

This healthcare network worked with their digital advertising agency, Max Connect, to find a solution that bridged the gap between compliance and performance. Max Connect quickly realized Freshpaint was the best solution for privacy-first performance marketing, enabling compliant data tracking by keeping sensitive patient data out of non-compliant tools. By October 2024, Freshpaint had been integrated with many of the organization’s campaigns, producing an impact that was immediate and measurable.

THE IMPACT OF FRESHPAINT

With the help of Freshpaint, the healthcare organization kept patient journeys private, while real-time, privacy-compliant conversion data once again powered Smart Bidding, audience modeling, and retargeting.



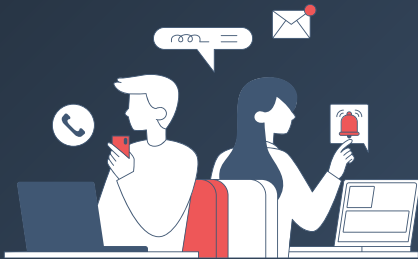
RESULTS

Max Connect and Freshpaint didn't just restore performance data—they elevated it.

- The healthcare organization achieved a strong **13% click-through rate** on its Paid Search campaign.
- Even more impressive, **cost-per-click decreased by 41%** while **conversions rose by 38%**.

All during a shorter campaign window and with less ad spend.

Display ad campaigns also maintained above-average click-through rates and delivered steady conversion growth—**nearly 2,000 in just six months**. Meanwhile, social campaigns, previously hampered by tracking gaps, now operate with clean, attributable data, positioning the organization for long-term growth under privacy-safe standards.



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STATS AT A GLANCE

Paid Search Results

13%

CLICK-THROUGH RATE

\$1.71

COST-PER-CLICK
(41% LOWER THAN PREVIOUS PERIOD)

23K

CONVERSIONS
(38% MORE THAN PREVIOUS PERIOD)

100K

CLICKS

Display Campaigns

~2000

CONVERSIONS IN SIX MONTHS