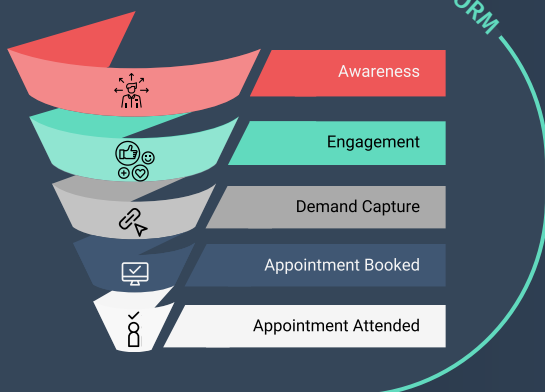


FRESHPAINT HEALTHCARE PRIVACY PLATFORM



Unlock Growth Without Compromise

High Performance Marketing
Meets Patient Privacy

Freshpaint's Healthcare Privacy Platform

Freshpaint ensures your marketing funnel is fully HIPAA-compliant, focusing on healthcare outcomes like booked and attended appointments. By tracking the patient journey from ad click to visit, it delivers precise insights to optimize ROI, reduce costs, and drive impact—all while safeguarding privacy to empower confident, data-driven strategies.

Compliance Made Easy

Freshpaint's [BAA-protected platform](#) simplifies compliance with privacy regulations like HIPAA. By prioritizing data protection, you can confidently optimize patient acquisition efforts without compromising patient privacy.

Unlock the Full Funnel

Freshpaint enables healthcare marketers to drive impactful results at every stage of the funnel—from building awareness to demand capture. Our platform ensures that privacy is never sacrificed, even as you maximize the effectiveness of your campaigns.

Measure What Matters Most

Freshpaint goes beyond web conversions, tracking outcomes like booked and attended appointments for precise CAC and ROI measurement. Gain actionable insights to lower patient acquisition costs, maximize your marketing budget, and drive high-value conversions.

Connect Ad Clicks to Appointments

Freshpaint bridges the gap between ad platforms and patient data systems to provide precise Customer Acquisition Costs (CAC) and ROI insights for optimized campaigns.

- **Maximize ROI with Appointment-Driven Insights:** Connect appointment data directly to ad campaigns for precise, actionable ROI insights by service line, channel, and location.
- **Elevate Google Ad Performance:** Power advanced bidding strategies like tROAS with accurate appointment data, unlocking the full potential of Google Ads.
- **Uncover the Full Patient Journey:** Gain complete visibility from ad click to appointment. Leverage privacy-first insights into CAC and ROI to make data-driven decisions across campaigns.
- **Stretch Marketing Budgets Further:** Deliver measurable impact and provide leadership with clear, privacy-compliant ROI insights to secure funding, drive growth, and position marketing as a strategic leader.

"Without Freshpaint's ROI data, I'd have assumed some campaigns weren't converting as well, when they were actually outperforming on the backend."

Justin Olson, CMO

 fastpacehealth

