

GREATER NOIDA · SOCIAL, MAPS, ADS AND REVIEWS

NUMED SUPER *SPECIALITY* HOSPITAL

From occasional posting to a steady patient pipeline.

300x

follower growth

+230%

walk-ins traced to marketing

+590%

OPD consultations

12x

revenue increase



THE PROBLEM & *WHAT WE DID*

THE PROBLEM

A good local name with little to show online: irregular posts, no ads, nothing measured.

WHAT WE DID

Built a consistent look and posting rhythm first, then added ads and review work on top.

SERVICES

Reels and creatives

Google Maps

Meta and Google ads

Reviews

Monthly reports

Organic website traffic in Search Console grew month on month over the same period.

NUMED · GOOGLE ADS

SAME BUDGET, 3× THE CALLS

What changed when we rebuilt the account in June 2026.

	MARCH 2026	JULY 2026	CHANGE
Patient calls	228	674	+196%
Cost per call	₹1,980	₹661	-67%
Clicks bought	18,957	5,699	-70%
Monthly spend	₹4.52L	₹4.46L	Same

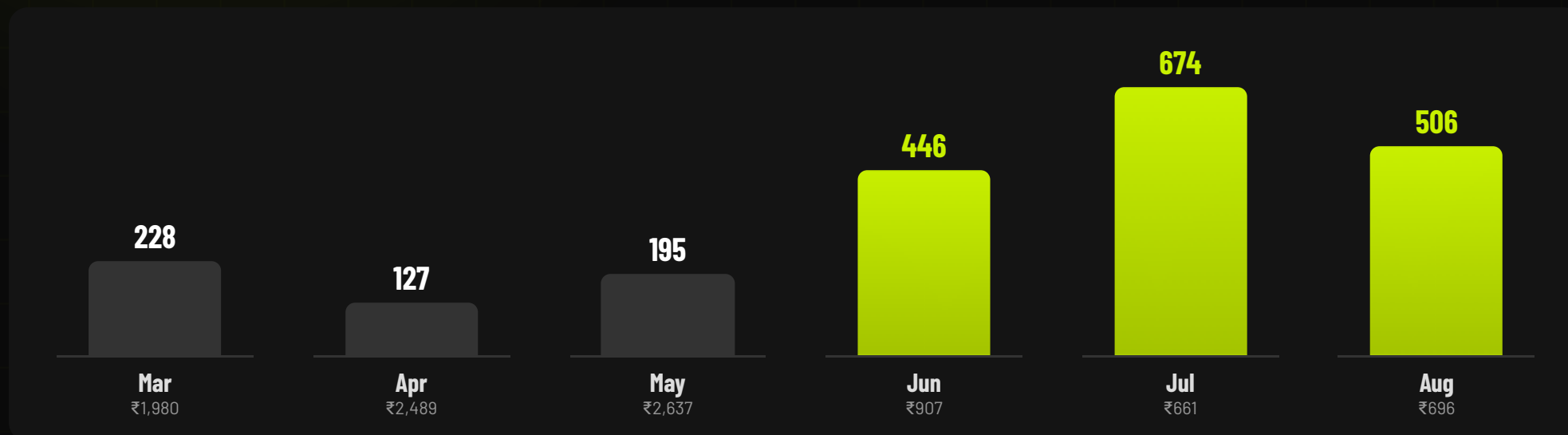
Source: NUmed Google Ads account, March–July 2026.

WHAT WE CHANGED IN JUNE

- ✓ Broad match swapped for high-intent keywords
- ✓ Phone calls tracked and fed back to Google
- ✓ Job, free and course searches blocked

NUMED · GOOGLE ADS MONTH BY MONTH

CALLS JUMPED THE MONTH *WE SWITCHED*



MAR-MAY · BROAD TARGETING

40,419 clicks → 550 calls

JUN-AUG · DIGIRAPS MODEL

15,802 clicks → 1,626 calls

Cost per call fell from about ₹2,000 to about ₹700 and stayed there. Bars: calls per month · below each month: cost per call.

— **NEXT STEP**

LET'S START WITH A **FREE AUDIT** OF YOUR HOSPITAL

We'll look at your Google Ads, Maps listings, website and reviews, and show you where your next 100 patients a month can come from.

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