

Avoiding the Data Drop-off:

# Achieving Meaningful Measurement in Healthcare

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Measuring marketing performance can be difficult. It's even more difficult to make marketing decisions based on meaningful metrics that point to revenue earned. There are three common hurdles to measuring return on investment (ROI) in healthcare: lack of attribution, connecting data between systems, and achieving offline measurement. By overcoming these hurdles, you can achieve a full-funnel view of how your marketing efforts are contributing to success and make evidence-based decisions that move your organization forward.

1

## Lay the foundation for meaningful measurement with proper attribution

It's key to understand which specific marketing channels or campaigns are driving revenue so you can make decisions on how to best allocate your marketing dollars. If you can't attribute channels to revenue, it may be due to lack of source data, disorganized data, or loss of data during the user journey. Overcome these by (1) tagging your URLs with UTM parameters whenever possible, especially for offline channels, (2) creating tagging guidelines or taxonomy for your team to use, (3) implementing cross-domain tracking (4) managing your use of redirects, and (5) using event tracking versus UTM parameters to track clicks on internal links.

such as a form or trackable phone number, and identify individuals to track bottom-of-funnel activities, such as scheduled appointments. Calculate estimated revenue for the campaign. Then use these figures to estimate ROI and evaluate the success of your campaign.

4

## Align your marketing strategy with legal and compliance

As changes occur in technology and privacy laws, it's important to stay up to date on technology trends and align with your legal and compliance departments. Most recently, this means ensuring your Meta pixel isn't allowing Facebook to gather sensitive data and that you're updating your privacy policy as you make technology changes, such as transitioning to Google Analytics 4.

2

## Connect data between systems to automate full-funnel measurement

Your digital ecosystem is complex, and systems don't talk to each other by default. You must work to connect those pipes to enable full-funnel measurement. Start by mapping out the user journey to determine which systems need to connect, then identify data drop-off points, investigate system capabilities, and create a detailed plan to connect them. Create a performance marketing dashboard to visualize this data.

5

## Prove the effectiveness of your marketing efforts

Measuring and proving the effectiveness of marketing efforts is a common problem among healthcare marketers today.

### Geonetric can help you to:

- Conduct an analytics audit to evaluate your data integrity and identify areas for improvement.
- Create measurement plans and taxonomy for your marketing channels.
- Improve marketing attribution across all channels.
- Connect your systems across the digital patient journey to gain "full funnel" measurement.
- Create a campaign and track offline bottom-of-funnel activity and ROI.

3

## Achieve offline measurement when online measurement isn't possible

Sometimes online measurement isn't possible, and you must use manual efforts to track bottom-of-funnel activities and ROI. If this is new, start small with a paid digital campaign, focusing on a specific, high-revenue objective. Set trackable conversion points,