

CASE STUDY

Sword Health Eases Marketing Pain with 195% Increase in Conversion Rate

256%

Increase in leads

195%

Increase in Conversion Rate

About Sword Health

Sword Health is a digital physical therapy platform that provides patients with access to physical therapy exercises and care from a remote physical therapist. The platform uses a combination of video, audio, and text to provide patients with personalized physical therapy exercises.

The Problem

Sword Health was investing significant budget into its advertising programs with high click-through rates, but poor acquisition conversion rates. As we audited the existing buyer's journey, it became clear that landing pages lacked critical information that would bring users the confidence they needed to take the next step.

Sword Health needed to significantly reduce the amount of wasted adspend on low-converting campaigns.

The Strategy

97th Floor began by performing the critical first step of enhancing Sword's knowledge of its personas and buyer journeys, performing research into the process that patients with musculoskeletal pain dealt with as they sought solutions.

This informed a complete rebuild of Sword Health's landing pages to explore the user challenge, demonstrate how Sword Health benefits address the challenge, and show proven results after implementation—all coinciding with a company rebrand.

Results

After implementing the new strategy, Sword Health experienced remarkable improvements in their campaign performance. There was a significant 256% increase in leads, reflecting a jump from the previous period's figures. This was primarily due to a substantial 195% rise in the conversion rate, which soared to 1.8%.

These results were not just numbers; they represented a tangible shift in Sword Health's approach to engaging and converting their target audience.