





Tracking Pixel Media  
Data-Driven Marketing Solutions



## Emergency Veterinary Case Study




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We never close! Emergencies are not scheduled, so we're always here when your pet needs help. 365 days a year.




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From pet eye doctors, cancer specialists, acupuncture, and more, IndyVet can help with some of the most challenging pet issues.




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Vets in the Indy area refer their ... [LEARN MORE](#)

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Your pet could be a hero and save lives! We are in need of pet blood donors to supply our blood bank. See if your pet qualifies!



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**Calling All Heroes!**  
IndyVet's Blood Donation Cente... [CONTACT US](#)

  Dave Parker and 20 others 5 Shares

**The Problem:** IndyVet Emergency & Specialty Animal Hospital is one of the largest emergency vets in the nation. After a recent facility expansion, Tracking Pixel was tasked to help increase the number of patients to utilize the facility to its capacity. Existing traditional and digital marketing had yielded only average results.

**The Solution:** TPM changed the existing strategy of pushing clicks to websites to using social media and Google Ads to drive conversions - **phone calls, emails, and form fills**. A high priority was placed on showing its target demo why IndyVet stood out from the crowd.

**The Results:** By the end of the second quarter, IndyVet had an overall conversion rate of over 18% - more than triple the normal conversion rates in its industry. Business-wise, they had such an increase in new patients that they had to shift personnel and hire more workers. In a recent meeting, the IndyVet ownership had this to say about the new strategy's performance:

*"I never thought I'd say this, but we really can't handle any more business."*

Want results like this?  
Contact Matt Thompson at 317.508.4398 or email [mthompson@trackingpixelmedia.com](mailto:mthompson@trackingpixelmedia.com)