UPGROW
Nurx Case Study

ABOUT NURX

Nurx is a telemedicine company offering a safe and easy solution for getting birth control and HIV prevention medication prescribed and delivered. Nurx launched out of YCombinator's Winter 2016 class and has raised a Series B round in July 2018.

CHALLENGE

Nurx approached Upgrow wanting to advertise and rapidly scale on Google and Bing in order to help drive online sales for birth controls and HIV prevention pill (PrEP) throughout the US.

Since Nurx was selling products in the healthcare/ medicines category, Google required Nurx to obtain the necessary online pharmacy certifications in order to be compliant and approved for serving ads.

SOLUTION

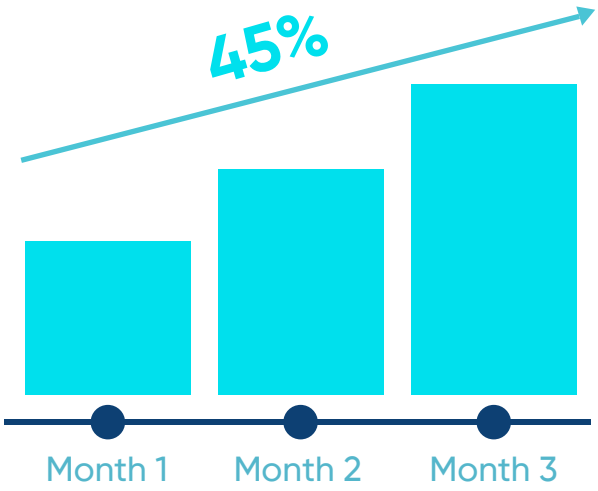
We helped coordinate the certification process with Google/Bing, ensuring all requirements are met and got Nurx approved to advertise on Google/Bing.

Nurx had 2 core product categories to sell: birth controls and PrEP.
We first implemented all the necessary conversion and phone call tracking through Google Tag Manager, in order to provide measurement and visibility into performance.

We then built the account from scratch, creating various campaign themes (e.g. product type, brands, competitors) and employing Single Keyword Ad Groups (SKAGs) in order to create hyper-targeted user experience and improve Quality Score.

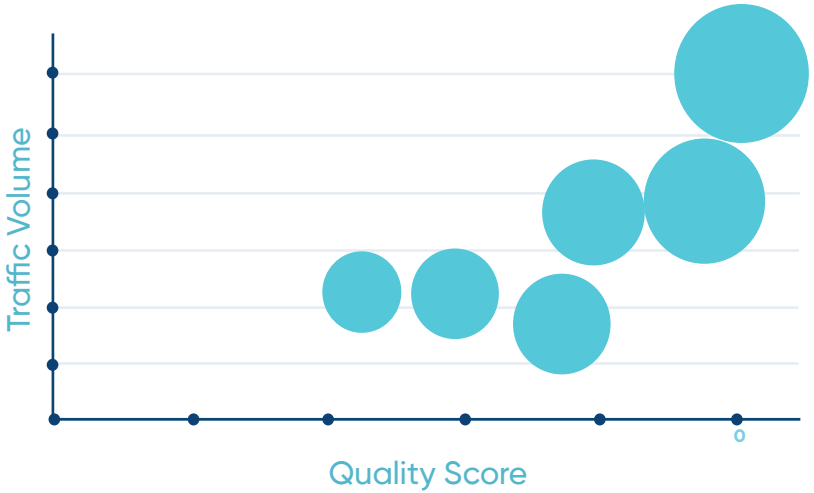
RESULTS

Within **3 months**, we were able to achieve:



Increased conversions by 45% while cost-per-acquisition was **70% under target**

Majority of high traffic keywords had a **Quality Score of 8-10**



nurx

"Upgrow helped us rapidly test and scale within our search program, driving us to go from almost no search to a fully functioning SEM machine."

- Katelyn Watson, VP of Marketing

UPGROW

CONTACT US

contact@upgrow.io

(415) 851-7669

upgrow.io