



## CASE STUDY

# India Home Health Care increases page load times and conversions with AMP.

### About

Headquartered in Bengaluru with several offices across the country, India Home Health Care (IHHC) has been providing in-home health services for 10 years. The company strives to offer patients high-quality, affordable care in the comfort of their own homes, close to family and friends. IHHC is a partner of BAYADA, a U.S.-based home healthcare agency with a growing international network.

### The challenge

Mobile devices account for 90 percent of total traffic to IHHC's website, with most users accessing the landing page through 3G and 4G connections. However, the landing page loaded much more slowly than other pages on the site, negatively impacting lead generation. To maintain their foothold in the extremely competitive healthcare space, the IHHC team set out to increase their mobile leads by improving the landing page load time. They also hoped to increase conversion rates and reduce cost per conversion.



### IHHC

Bengaluru, India

[www.indiahomehealthcare.com](http://www.indiahomehealthcare.com)

**33%**

reduction in cost per lead with AMP

**20%**

increase in total conversions from AMP pages

**48%**

lower bounce rates for AMP pages than existing landing pages

## The approach

To make the most of high mobile traffic to the landing page, the IHHC team wanted a faster, more seamless experience for potential clients using their smartphones and tablets. Their digital marketing partner Social Beat (a Premier Google Partner) recommended Accelerated Mobile Pages (AMP), an open-source library that helps developers easily create fast-loading, mobile-optimized web pages that scroll smoothly and look great on both mobile devices and desktops. Working with Social Beat, IHHC began to develop AMP landing pages for their Google ads to improve campaign performance. Implementing AMP was very straightforward, with each page taking only a day or two to build.

Soon after the January 2018 launch, IHHC modified their AMP code to more easily monitor the pages' effectiveness and track leads from their Google Ads campaigns. First, they added the `<amp-call-tracking>` tag, which automatically replaces static phone numbers with dynamically-generated numbers used for call tracking. Next, because some people prefer to submit a contact form, IHHC used the amp-analytics component to automatically sync form submissions with their Google Analytics account.

Whether potential customers contact IHHC by phone or through the website, each new lead is automatically incorporated into the company's CRM system. This enables them to accurately measure the impact of their AMP landing pages and Google Ads campaigns on final sales.

## The results

Within three months of launching their AMP landing pages, IHHC had reduced their average cost per lead by 33 percent, while total conversions grew by 20 percent. Meanwhile, the bounce rate was cut nearly in half for potential customers who reach an AMP page compared to those who visit the regular website. IHHC attributes these significant improvements to faster load times that help visitors get the information they need so they don't grow frustrated and leave. AMP's call-tracking support has proven particularly valuable, spotlighting ad messaging strategies that resonate with prospects.

## Market impact

Since using AMP to optimize their ad landing pages for mobile, IHHC has generated more high-quality leads at a lower cost. Next, the team intends to create an AMP version of the entire website for mobile visitors who don't find the company through a Google ad. They also plan to experiment with AMPHTML, which allows advertisers to build ads that load just as quickly as an AMP page on mobile, and Progressive Web Apps, which work with AMP to create immersive, full-screen experiences that don't require installation.

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## Partnering with Social Beat

To achieve their advertising goals, IHHC relies on the expertise of Social Beat, one of India's leading digital marketing solutions companies. With offices in Mumbai, Bangalore, and Chennai, Social Beat has been recognized by Google as a Premier Partner and granted an award for innovation in display advertising.

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**“Our AMP pages load nearly instantly, which means that customers get a better user experience and they can focus entirely on learning about the high-quality services that IHHC and BAYADA provide.”**

*—Revathy Sankaran, IT Manager,  
India Home Health Care*

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### About Google Ads

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