



## **From Zero to** **Digital Hero:**

### **How Datanalytix Built Quadra Medical Centre's Online Presence from the Ground Up**

When Quadra Medical Centre realized their excellent healthcare wasn't reaching enough people because of a weak digital presence, they partnered with Datanalytix. With only a basic website and inactive social media, Quadra lacked creative visibility. Datanalytix built a strong, data-driven digital identity, launched focused campaigns, and monitored every user interaction.





## **Result:**

**With the help of Datanalytix, Quadra moved from being digitally unnoticed to becoming a trusted healthcare brand online, powered by insights, creativity, and measurable growth.**





## Benchmark:

Quadra Medical Centre reached out to Datanalytix at a time when it had zero digital creatives to represent its trusted reputation. Though respected offline, it wasn't attracting new patients online because it lacked an attractive website, app, social presence, listings, or ads. Without creative storytelling or digital touchpoints, people simply couldn't find them.

Datanalytix stepped in to build a creative-led digital ecosystem that reflected Quadra's real-world credibility.

## Challenges:

- No compact website, app or digital presence to represent the brand
- Zero visibility on search engines and social platforms
- No patient inquiry or lead system online
- Absence of brand awareness among new-age digital audiences





## **Datanalytix's Approach: Building from the Ground Up**

- **Designed and developed a responsive, SEO-optimized website showcasing services and specialities**
- **Made the Quadra app for more easy access**
- **Created and optimized Google Business Profile for local discovery**
- **Implemented data-driven SEO with high-intent local healthcare keywords**
- **Launched performance-based Google Ads and Meta campaigns to attract new patients**
- **Built real-time dashboards for lead tracking, engagement, and ROI measurement**

## Results

### 4 Months:

**Website traffic:**  
From zero to 12K+ monthly visits

**Qualified leads:**  
350+ verified inquiries generated

**Social engagement:**  
+180% month-on-month rise

**Cost per lead:**  
Maintained within 20% of  
industry benchmark

**Search visibility:**  
Top 5 ranking for 100+ healthcare  
keywords

### 9 Months:

**Website traffic:**  
+220% growth from launch phase

**Qualified leads:**  
+310% improvement

**Social engagement:**  
+140% increase across all platforms

**Cost per lead:**  
Reduced by 30%

**Search visibility:**  
Top 3 ranking for 500+ healthcare  
keywords

### 14 Months:

**Website traffic:**  
+360% growth since launch

**Qualified leads:**  
+400% improvement in patient  
inquiries

**Social engagement:**  
+200% growth across platforms

**Cost per lead:**  
Reduced by 28%

**Search visibility:**  
Top 3 ranking for 1200+ healthcare  
keywords



## Conclusion:

From an offline-only medical centre to a digitally established healthcare brand, Quadra's journey with Datanalytix proves the power of data-driven transformation. By merging strategic insights with consistent performance tracking, Datanalytix turned Quadra's healthcare excellence into measurable digital success, setting a new standard for local healthcare growth stories.