


# SBMI SIGNIFICANTLY GROWS ROI & DECREASES CPA BY 75% WITH HELP FROM APPDORE


The University of Texas School of Biomedical Informatics (SBMI), a leader in Bioinformatics in Houston has a mission to educate future scientists and professionals in biomedical informatics and health information technology, conduct informatics research to improve health care and advance biomedical discovery and develop advanced informatics tools to solve problems in health care.

Before working with Appdore, The University of Texas School of Biomedical Informations was wasting money on a general campaign filled with poor keywords. Additionally, the school didn't have time to do **split testing** or **creating landing pages**.

## THE RESULTS

 **188%**  
INCREASE IN CONVERSION RATE

 **94%**  
INCREASE IN CLICK THROUGH RATE

 **75%**  
DECREASE IN COST PER ACQUISITION

*“I’ve never worked with such a great guy. His knowledge and willingness to work with us during enrollment periods allowed us to focus on other tasks. The work was great and we are still getting qualified leads. I recommend Cartez and Appdore to anyone looking to create a successful pay per click campaign.”*

**Marcos H., Creative Director @ SBMI**

