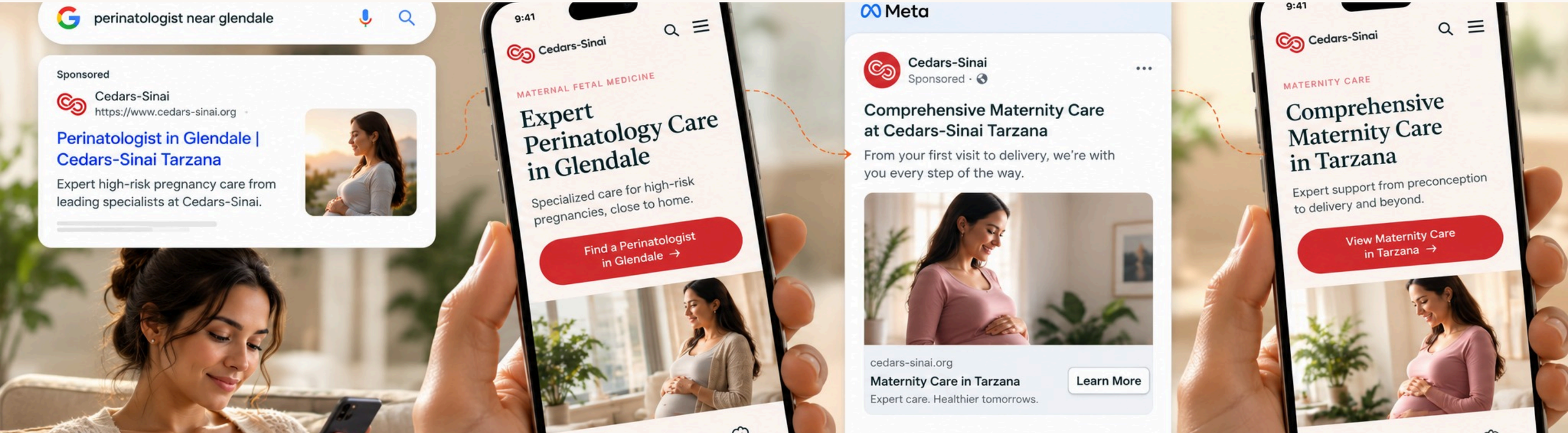
CUSTOMER STORIES

Cedars Sinai × fibr.ai

HOW CEDARS-SINAI MATCHED EVERY PREGNANCY SEARCH TO THE RIGHT SPECIALIST, IN THE RIGHT NEIGHBORHOOD, WITH PERSONALIZED LANDING PAGES



↑20%

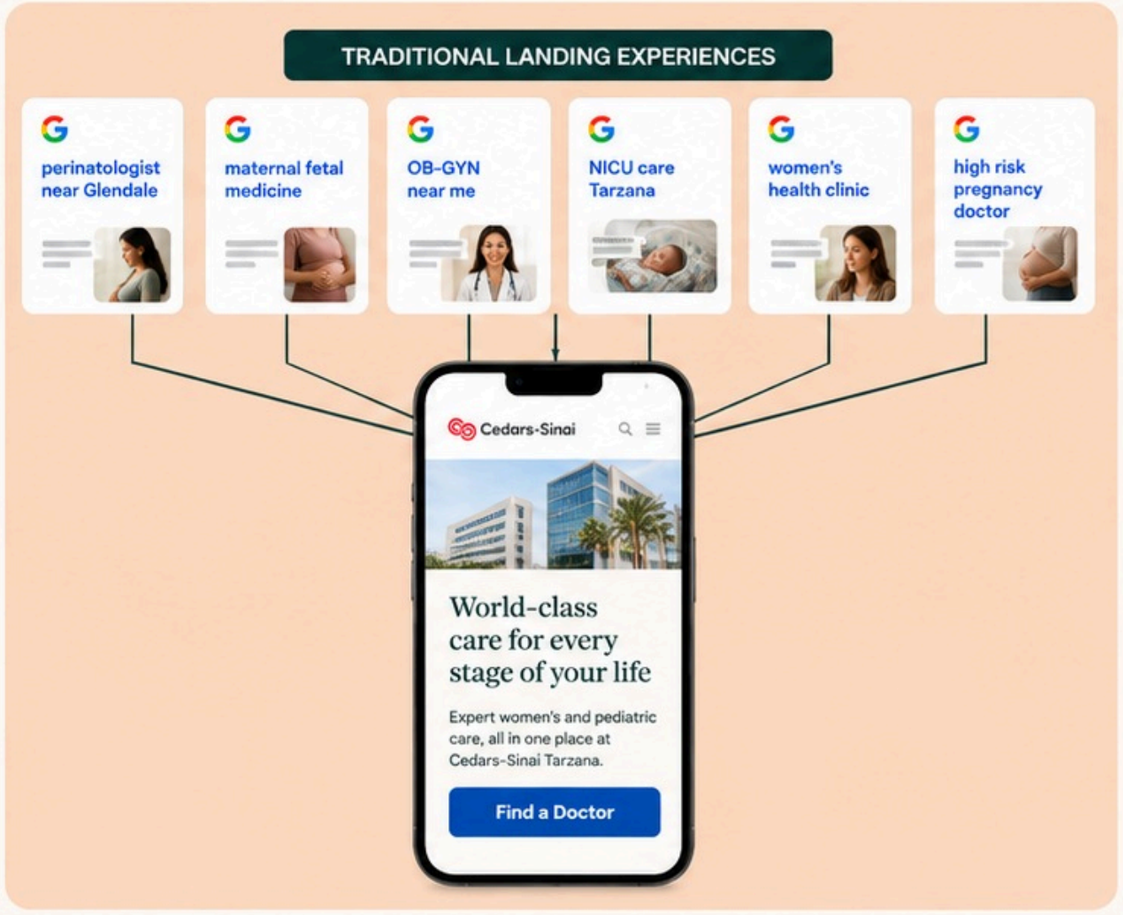
CONVERSIONS

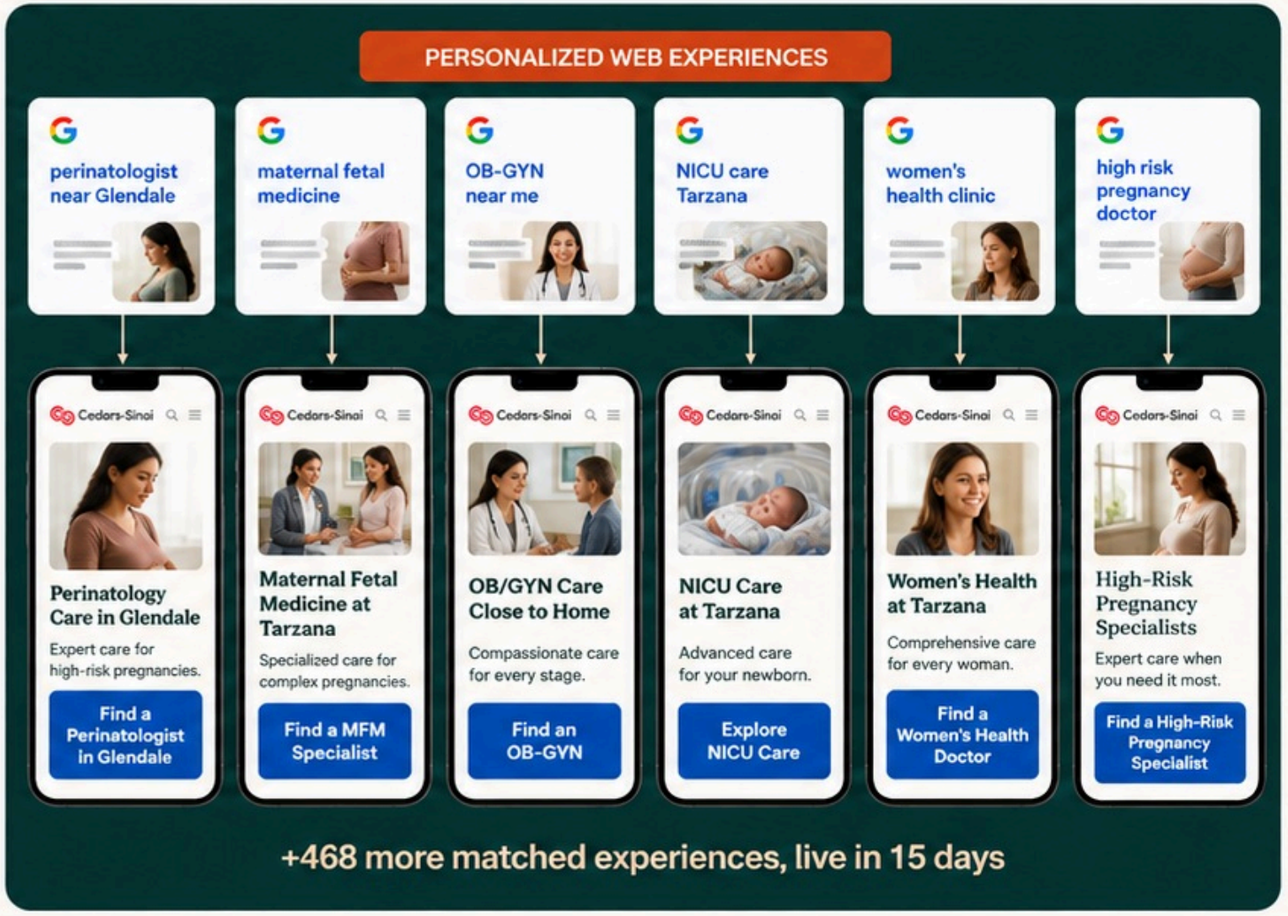
More families took the next step toward an appointment, from the same search traffic.

→ **The gap:** Every search named a specialty and a place. One page with a "Find a Doctor" button answered all of them.

→ **How Fibr AI helped:** Matched every search to its specialist and locality, 474 experiences live in 15 days.

→ **The result:** About 20% more conversions in a two-month controlled test.





Cedars-Sinai, at a glance.

A nonprofit academic healthcare organization headquartered in Los Angeles, consistently ranked among the top medical centers in the United States. It runs a large hospital system, a research enterprise, and a health network that treats more than a million people every year.

FOUNDED	1902
INDUSTRY	Healthcare (Academic Medical Center)
EMPLOYEES	16,000+, including 3,000+ staff physicians
GEOGRAPHY	Los Angeles, California
BACKED BY	Private nonprofit, supported by research grants, philanthropy, and its own commercial ventures
USE CASE	Landing page personalization for Google Search Ads

SCALE OF OPERATIONS

$4.66B
Annual revenue

1M+
Patients treated every year

3,000+
Staff physicians

919
Licensed beds at the flagship medical center

THE CAMPAIGN IN FOCUS

A pilot Google Search program for Specialized Women's Health and Pediatric Care at Tarzana. Keywords covered types of pregnancy care, from perinatology to high-risk pregnancy and NICU, combined with the localities searchers were in.

Every search named a specialty and a place.
One landing page with a "Find a Doctor" button answered all of them.

THE CAMPAIGNS WERE NEW AND SPECIFIC

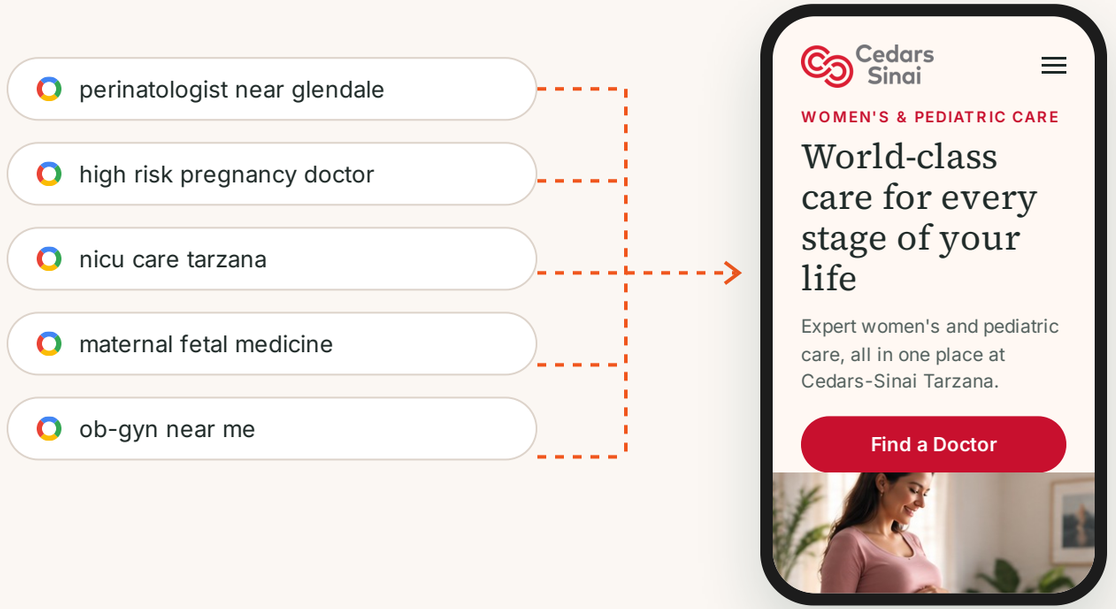
New Google Search campaigns reached families looking for exact care: a perinatologist, a high-risk pregnancy specialist, NICU care, an OB/GYN close to home.

THE PAGE WAS STATIC AND GENERAL

Every ad pointed to the same standard page, with a general headline and a "Find a Doctor" button. Visitors often clicked through several pages to find what they searched for.

THE COST OF THE MISMATCH

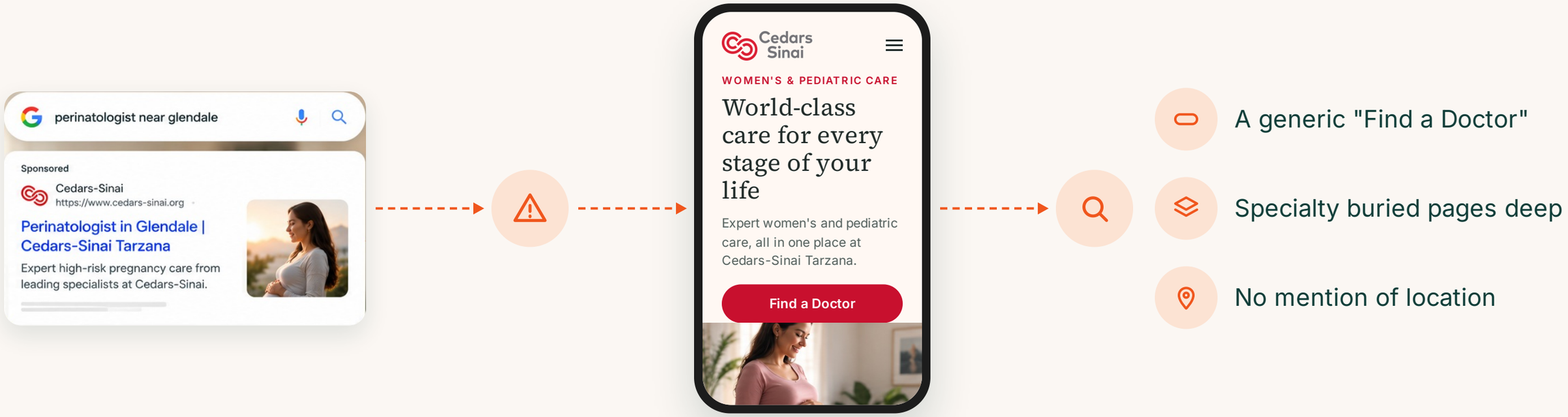
Conversions suffered. The team knew there was a conversion problem, but had no way to serve the right information by location or subject quickly enough to fix it.



Before: the path from the landing page to the right care often took several pages

Find a Doctor → Browse specialties → Pick a location → The care they searched for

The search was specific about two things: the care and the place. The page addressed neither.



ONE PAGE RECEIVED EVERY CAMPAIGN.

All Google Search traffic arrived on a single HubSpot page for women's and pediatric care at Tarzana.

THE SEARCHES WERE PRECISE.

Each one named a type of care, from perinatology to NICU, and often the locality the searcher was in.

THE ANSWER SAT PAGES DEEP.

The most important information for each visitor was one or more clicks away from where they landed.

Fibr built personalization on the two signals every search already carried: the type of care, and the place.

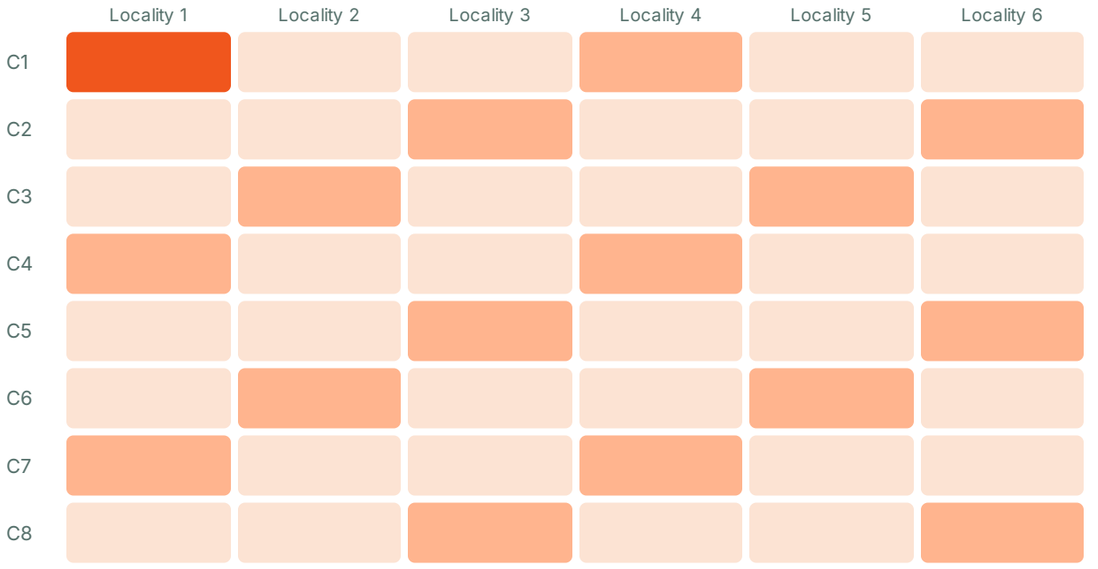
01 • TYPE OF CARE: EIGHT COHORTS

C1 Perinatologist	C2 Maternal Fetal Medicine
C3 OB/OB-GYN	C4 NICU
C5 Women's Health	C6 High Risk Pregnancy
C7 OB/GYN (remaining)	C8 Miscellaneous (remaining)

The cohorts matched about 80% of the existing ad groups, so the team could manage them without rebuilding the campaigns.

02 • LOCALITY × CARE = 474 EXPERIENCES

Localities in the search, for example Glendale Tarzana + more nearby localities



Cedars-Sinai went from one landing page to 474 matched experiences, live in 15 days without a single engineering ticket.

SPEED TO GO-LIVE

BRIEF TO LIVE IN 15 DAYS.

All 474 experiences were built from the campaign's search data, with no engineering involvement at any stage.

BRAND & COMPLIANCE

FINAL SIGN-OFF WAS DECISIONS, NOT CORRECTIONS.

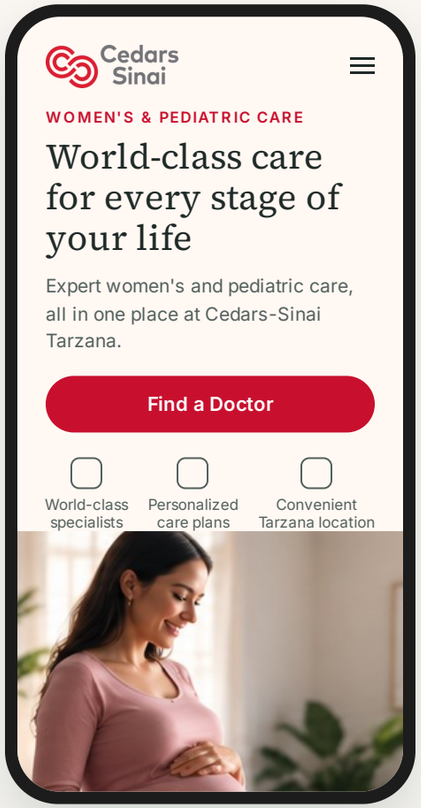
Cedars-Sinai's marketing team reviewed and approved every variant before launch.

SAME PAGE, NEW WORDS

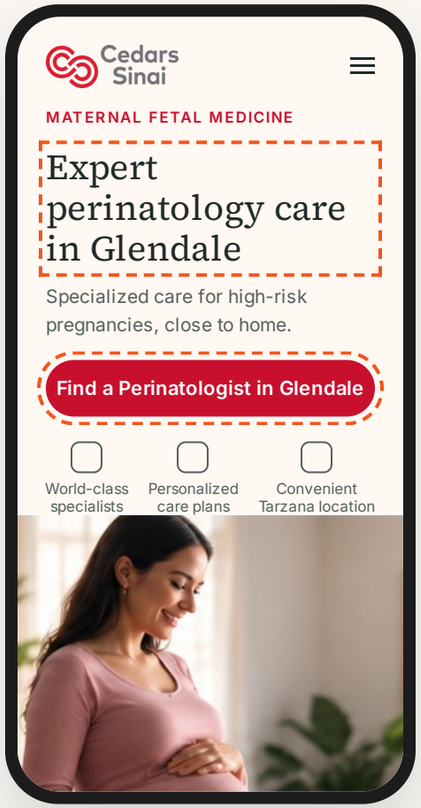
THE STRUCTURE STAYED. THE ANSWER CHANGED.

No layout changes. The headline, supporting copy and call to action were matched to each search.

BEFORE



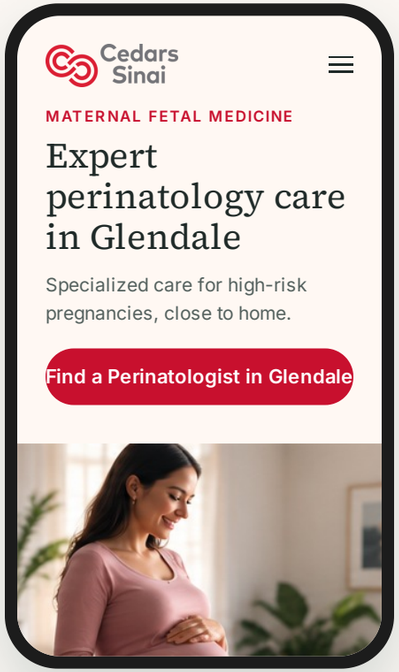
AFTER



The same URL, now showing the care each family searched for and the place they searched from.

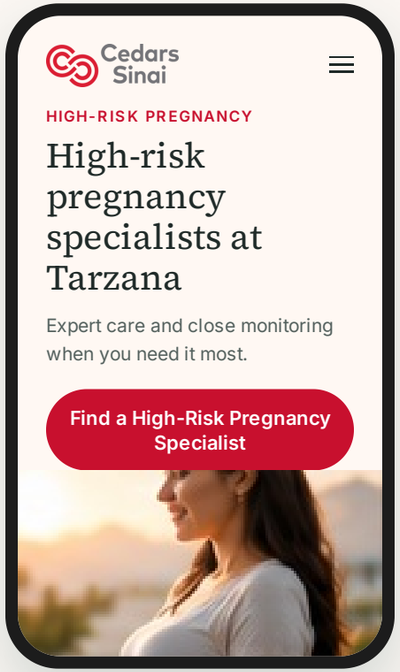
perinatologist near glendale

Sponsored · cedars-sinai.org
Perinatologist in Glendale | Cedars-Sinai Tarzana



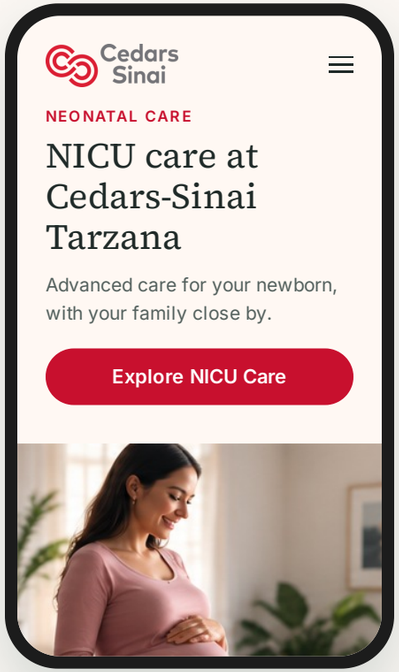
high risk pregnancy doctor

Sponsored · cedars-sinai.org
High-Risk Pregnancy Care | Cedars-Sinai Tarzana



nicu care tarzana

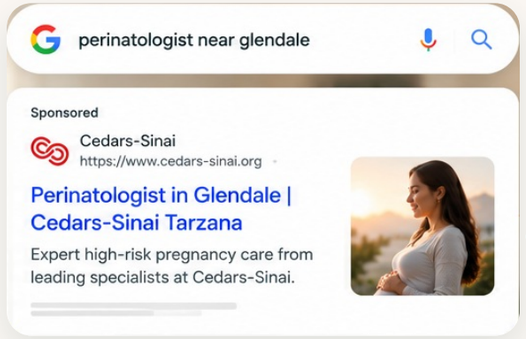
Sponsored · cedars-sinai.org
NICU Care at Cedars-Sinai Tarzana



Every screen after the click carried what the family searched for, from the search to the appointment request.

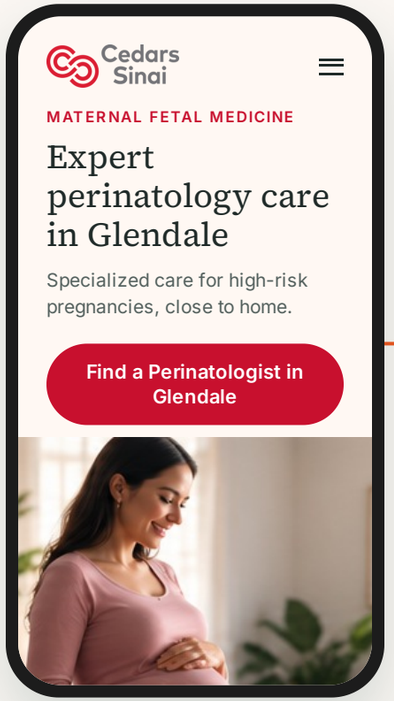
The Search

A search names the specialist and the place: a perinatologist near Glendale.



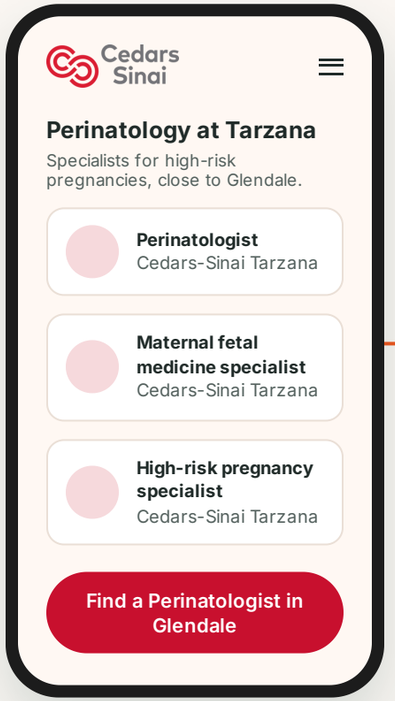
The First Fold

The headline repeats the specialty and the locality.



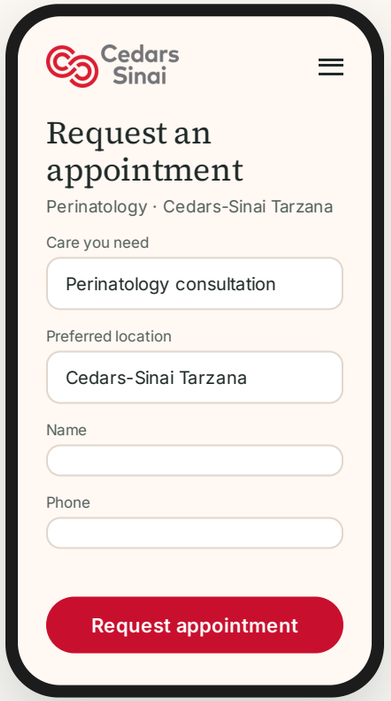
The Specialist

The care team for that search, not a full directory.



The Next Step

One clear request, already pointed at the right care.



Fewer clicks to the right answer. More families taking the next step.

Personalized pages vs the original page

Control Personalized

Conversions, indexed to control = 100. Controlled test over about two months, same Google Search traffic.



The lift was strongest in the campaigns that received the most sessions, where the personalized pages had the most traffic to prove themselves.

Engagement moved with it

- ↑ **Scroll depth** — Visitors read further down the page
- ↑ **On-page engagement** — More interaction with the matched content
- ↓ **Bounce rate** — Fewer visitors left without engaging

CONVERSIONS

↑~20%

More visitors took the next step toward an appointment.

EXPERIENCES LIVE

474

Across eight care cohorts and their localities, from one page.

SPEED TO GO-LIVE

15 days

From brief to live, with no engineering tickets.

TEST WINDOW

~2 mo

Controlled test, original page against personalized variants.

What's next: With the pilot complete, Cedars-Sinai is looking at bringing more pages and more campaign traffic into the program.

What you can learn about paid search for specialized healthcare.

INSIGHT 01

In healthcare, the searcher already knows which specialist they need.



↑~20% *Conversions when the page answered in the visitor's own clinical language*

Someone searching for a perinatologist or maternal fetal medicine has usually done the research.

A page that opens with general women's health makes them start over.

INSIGHT 02

"Find a Doctor" is a directory. "Find a Perinatologist in Glendale" is an answer.



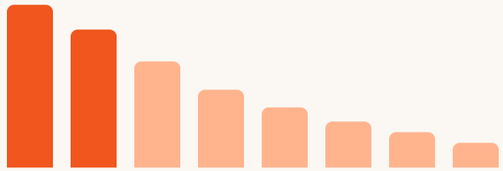
474 *Matched calls to action, with no change to the page structure*

The generic button asked visitors to do the searching again, one page at a time.

Naming the specialist and the place turned that search into a single click.

INSIGHT 03

The lift shows up first where the traffic is.



15 days *From brief to live, so the pilot could start where volume was highest*

The campaigns with the most sessions showed the strongest lift.

For a pilot, that suggests a clear rollout order: start where the volume is, prove it there, then extend to the long tail.

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