

PREPARED FOR

InMotion Pain Solutions

Six Quarters of Compounding Phone Call Growth

June 29, 2026 • inmotionpainsolutions.com



ACCOUNT SNAPSHOT

INDUSTRY

Healthcare — Pain Management

BUSINESS MODEL

Multi-Funnel Patient Acquisition

PLATFORM

Google Ads

WEBSITE

inmotionpainsolutions.com

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1. The Client

InMotion Pain Solutions is a pain management practice serving the Cedar Rapids, Iowa area. The practice treats musculoskeletal pain conditions through a multi-touchpoint patient acquisition funnel that combines educational content (webinars, chronic-pain assessment quizzes), no-cost consultations, and direct call-in inquiries. The funnel is sophisticated -- patients enter at different stages of awareness and convert through multiple channels.

That funnel design creates a specific challenge for paid acquisition: *which campaigns are reaching patients who actually pick up the phone and book?* For a pain management practice, the phone call is the moment that matters. A patient calling the clinic is, by definition, a high-intent patient ready to talk about their pain. Form fills and quiz completions are useful upper-funnel signals, but phone calls are the leading indicator of booked appointments and treatment revenue.

At a glance

- Category: Pain management (musculoskeletal)
- Location: Cedar Rapids, Iowa
- Patient funnel: Multi-touchpoint — educational webinars, chronic-pain assessment quiz, no-cost consultations, direct call-ins
- Service model: In-clinic patient treatment

BrandRocket has managed InMotion Pain Solutions' Google Ads since December 2024 — 18 months of continuous management with a steady monthly media commitment.

2. What We Inherited

Before BrandRocket took over in December 2024, the InMotion Pain Solutions Google Ads account had been running for several years through prior management. The account was producing inbound phone inquiries, but at a low and inconsistent rate -- averaging roughly eight phone calls per month across the pre-BR window.

Eight calls a month is not nothing -- but for a pain management practice with multiple practitioners and capacity to take on new patients, it is not enough volume to be the reliable patient-acquisition engine the practice needs.

BrandRocket's brief was straightforward: **rebuild the program to produce a meaningfully higher and steadier flow of patient phone calls.**

3. What We Built — A Multi-Funnel Campaign Architecture

We rebuilt the account around the multi-touchpoint funnel the practice actually operates.

Campaign portfolio

- **Brand campaign** — protects searches for the practice by name, captures patients in the final moments before they pick up the phone, runs on Manual CPC for cost discipline
- **Pain Solutions Exploration campaign** — the workhorse of the program, targets non-brand pain-condition searches with a Max Conversions bidding strategy
- **Performance Max** — extends reach across the Google ecosystem (Search, Display, YouTube, Discovery, Gmail) for upper-funnel patient discovery
- **Dynamic Search Ads** — catches relevant longer-tail patient searches the keyword-based campaigns don't cover
- **Competitors campaign** — captures patients researching alternative pain management providers in the local market

Each campaign type plays a distinct role in the funnel — and the ongoing optimization work allocates spend toward the campaigns producing the most patient phone calls per dollar.

The architecture is the framework. The compounding result is what happens when that framework is given six quarters of disciplined optimization.

4. The Six-Quarter Phone Call Trajectory

The single metric that defines the BrandRocket engagement on this account is the monthly phone call rate. Every quarter under BrandRocket management has produced a higher monthly phone call rate than the quarter before it.

Phone calls per month — quarter by quarter

Quarter	Phone Calls per Month
Pre-BR baseline (Jan 2022 - Nov 2024)	Approximately 8 calls per month
Q1 2025 (engagement start)	Approximately 14 calls per month
Q2 2025	Approximately 20 calls per month
Q3 2025	Approximately 25 calls per month
Q4 2025	Approximately 29 calls per month
Q1 2026	Approximately 30 calls per month
Q2 2026 (Apr-May, partial)	Approximately 31 calls per month

Six consecutive quarters of compounding growth. The monthly phone call rate has approximately **doubled within BrandRocket's management period** (Q1 2025 to most recent quarter) — and the program is now producing roughly **3.7 times the phone call rate** of the pre-BR baseline.

The shape of the curve matters as much as the endpoint. There is no spike-and-dip volatility. Each quarter takes the prior quarter's baseline as the new floor and improves on it. This is what a properly tuned paid acquisition program looks like in motion: clean tracking, disciplined campaign allocation, continuous search-term review, and the algorithm getting more efficient with every quarter of clean data.

5. What This Means For The Practice

After 18 months of BrandRocket management:

- Patient phone call volume has roughly doubled within the engagement (Q1 2025 to most recent quarter), and roughly tripled-plus relative to the pre-BR baseline.
- The trajectory is a clean compounding curve — six consecutive quarters of growth, no quarter regressing from the prior one.
- The campaign architecture (Brand, Pain Solutions Exploration, Performance Max, DSA, Competitors) covers the full funnel from upper-funnel patient discovery through bottom-funnel intent capture.
- The monthly media commitment has stayed in the same range across the engagement — the growth came from architecture and optimization, not from budget escalation.

Phone calls are the leading indicator of booked appointments and treatment revenue for a pain management practice. The patient-acquisition engine InMotion now runs is producing the reliable flow of patient calls the practice needs — and the trajectory says it is still compounding.