



Health Partners

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Health Partners engaged The Digital Embassy as a strategic partner in 2008. After aligning on multiple successful projects, including the Health Partners Mobile Claiming App – Winner of the South Australian Interactive Media Excellence Award, The Digital Embassy was again involved in creating the new responsive website and optical online store that encompassed their new branding.

The Health Partners website achieved significant improvements in user engagement and online sales. On average, pages per session rose by 26%, average session duration rose by 38.66%, bounce rate decreased by 21.03%, and traffic from search engines increased 25.97% while providing 58.6% of all online sign ups.

Since January 2015 the online Optical Store has increased in visitor engagement by 232% and sales have tripled. With an ongoing digital campaign strategy in place, these results are forecast to grow and evolve.

