

Case study

# Recovery center: separating search momentum from conversion claims

This recovery center had real search and analytics signals, but leadership needed a safe way to understand what those signals proved. New Reward assembled stored aggregate GSC and GA4 evidence and separated traffic signals from ...

Measured proof

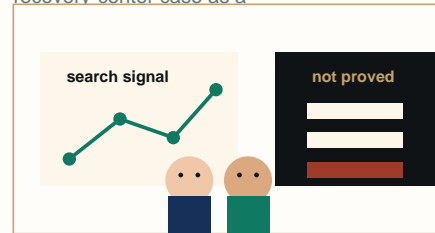
# 779

Organic-search sessions:  
Organic-search sessions within 2,847 channel-attributed GA4 sessions from Apr 6-May 31,...

Case-specific proof visual

## Recovery measurement truth board

This image shows the recovery-center case as a



- Leadership reviews search momentum without patient data.
- Form-start events stay separate from admissions or calls.
- The proof is aggregate measurement, not conversions.

New case-specific illustration. It is not a private client screenshot or outcome proof.

Client

Anonymized recovery center

Industry

Detox, recovery, and behavioral health

Timeframe

April and May 2026 stored GSC/GA4 readout

Outcome

Limited aggregate measurement baseline

## Evidence at a glance

Measured result

### Traffic signals are visible, conversi...

The useful return is leadership clarity: the team can review search ...

Return proof

### ROI proof not claimable yet

Admissions, call outcomes, form submissions, revenue, and cost inputs are not ...

Next evidence

### Search momentum baseline

Call and form-submission tracking proof

## Proof boundary

This proves an aggregate search and analytics baseline. It does not claim patient outcomes, admissions, call or form submissions, ranking lift, revenue, ROI, or causal package impact.

## Evidence appendix

# Evidence, limits, and source notes.

## Problem

Measurement and conversion truth was unclear. Search activity existed, but the team could not safely treat traffic, clicks, or form\_start events as ...

## What New Reward did

New Reward assembled stored Search Console and GA4 evidence, checked the conversion-event boundary, and separated aggregate traffic signals from claims t...

## Result

The readout showed 101 GSC clicks, 6,033 impressions, 779 organic-search sessions, and 15 form\_start events observed. Stored GA4 conversions were 0, and call/form ...

## Why it matters

Leadership can review search momentum without mistaking it for admissions or ROI. That makes the next measurement conversation clearer and safer.

## Caveats

- Do not claim treatment outcomes, patient outcomes, admissions, calls, form submissions, revenue, R...
- form\_start and generic click events are not conversion proof.
- The client name remains anonymized until publish approval exists.

## Measured signals

GSC clicks

101

GSC impressions

6,033

Organic-search sessions

779

form\_start events

15

Stored conversions

0

## Work performed

- Reviewed weekly stored Search Console rows for April and May 2026.
- Reviewed stored GA4 aggregate sessions, organic-search sessions, events, and ...
- Recorded that form\_start was observed but was not conversion proof.
- Kept patient outcomes, admissions, calls, form submissions, revenue, ROI, ranking...

## What remains bounded

- This proves an aggregate search and analytics baseline. It does not claim ...
- Do not claim treatment outcomes, patient outcomes, admissions, calls, form ...

## Source notes and download path

Download URL:  
<https://www.newreward.com/cases/recovery-ce...>  
 Public URL:  
<https://www.newreward.com/cases/recovery-cent...>

Proof visual: Recovery measurement truth board

Proof image source:  
<https://www.newreward.com/marketing...>  
 GSC weekly baseline: Internal anonymized recovery-center Search ...