



ESA DIGITAL

23 October 2026

Healthcare App Organic ROI Forecast 2027

Telehealth, pharmacy, therapy and digital health apps · US search demand · global AI visibility

Industry report · Prepared by **ESA Digital** · Ahrefs Site Explorer, Keywords Explorer + Brand Radar

[Check interactive report](#)

1. Key findings

FINDINGS

- A GLP-1 drugs are half of all demand.** 22.3M US searches/mo across eight health topics, and GLP-1 & weight-loss medication alone is 11.4M (50%): “zepbound” (1.43M/mo), “ozempic” (1.01M), “wegovy” (868K). People search the drug, not the app or the clinic.
- B Treatments and prices beat services.** Medication side effects and dosage (3.7M) and men’s hair-loss and ED treatments (3.4M) are the next biggest topics. Online doctor, online therapy, find-a-doctor and prescription-price queries together are 10.6% of the volume, and the price questions cluster around GLP-1s (“zepbound savings card”, 46K/mo).
- C One leader owns organic search.** GoodRx draws 15.6M visits/mo (13.0M from the US) on 1.2M keywords, five times the other four brands combined. Zocdoc (1.06M) and Hims & Hers (1.02M) follow; BetterHelp and Teladoc sit under 520K.
- D AI visibility is just as concentrated.** GoodRx holds 66.8% of the set’s 18.1M AI impressions/mo and Hims & Hers 24.7%, mostly on price and legitimacy prompts (“How much is semaglutide with GoodRx?”, “Does Hims for men really work?”). Zocdoc ranks for 198K keywords but gets only 1.0% of AI impressions.
- E The funnel decides the economics.** Health apps share the fitness subscription benchmarks: \$36 per payer a year at the median. On a top-quartile funnel a Growth project returns \$552K on \$263K over 24 months (ROI 110%, break-even in month 14); the median returns \$88K.

WHAT TO DO

Build pages around the drug, condition and price questions people actually search, reviewed by clinicians and ending in the service. Put pricing, eligibility and insurance answers on your own pages so AI engines cite them, and measure install → paid before scaling: in this category the funnel, not traffic, sets the return.

2. SEO Opportunities

RELEVANT CONTENT IDEAS

3 535

TOPICAL CLUSTERS

8

MONTHLY SEARCH VOLUME

22 260 000

CLUSTER	VOLUME SHARE	IDEAS	VOL/MO
GLP-1 & Weight Loss Medication ↗	50.0%	471	11 374 800
Medication Side Effects & Dosage ↗	16.5%	455	3 744 400
Men's Health: ED & Hair Loss ↗	14.8%	479	3 363 800
Women's Health & Birth Control ↗	6.0%	498	1 353 600
Online Therapy & Mental Health ↗	3.1%	435	713 350
Prescription Prices & Coupons ↗	3.1%	380	696 800
Online Doctor & Telehealth ↗	2.3%	442	526 800
Find a Doctor & Book Appointments ↗	2.1%	375	486 450
Relevant total	97.9%	3 535	22 260 000
<i>Off-topic / adjacent — excluded</i>	<i>2.1%</i>	<i>172</i>	<i>477 900</i>
Total		3 707	22 737 900

How this was built >

FINDINGS

GLP-1 & Weight Loss Medication (50.0%) dwarfs every other topic, followed by Medication Side Effects & Dosage (16.5%) and Men's Health (14.8%). Service-shaped queries (online doctor, online therapy, find a doctor, prescription prices) together are 10.6%. Local searches such as "dermatologist near me" (256K/mo) are excluded as off-topic for an app.

WHAT TO DO

Lead with treatment hubs for the conditions you serve (GLP-1s, hair loss, ED, birth control): what it is, side effects, cost with and without insurance, and how to get it online. Add online-therapy and telehealth explainers next; their volume is smaller, but the intent to sign up is highest.

3. Competitive Landscape

3.1 Organic SEO — Ahrefs Site Explorer

BRAND	ORG. TRAFFIC/MO ↓	ORG. KEYWORDS	TOP 3	BACKLINKS	ORG. VALUE	DR
GoodRx ↗ goodrx.com	15 572 070	1 200 321	645 980	7 416 058	\$17.0M	85
Zocdoc ↗ zocdoc.com	1 056 156	198 461	64 795	6 271 281	\$1.7M	89
Hims & Hers ↗ hims.com	1 020 987	81 465	41 433	394 437	\$4.5M	79
BetterHelp ↗ betterhelp.com	518 507	63 970	25 331	2 956 298	\$1.1M	83
Teladoc ↗ teladochealth.com	217 142	19 643	7 167	188 102	\$502K	79

Click column header → sort. Click brand row → SEO dashboard. Bars are normalized per column.

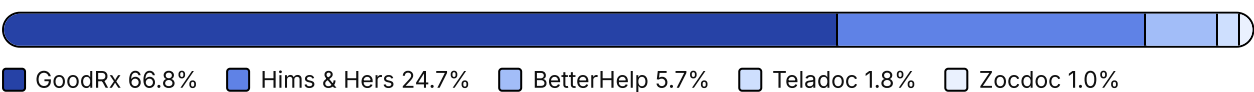
3.2 AI Visibility — Brand Radar (impressions/month)

BRAND	CHATGPT	AI OVERVIEWS	AI MODE	TOTAL ↓
GoodRx ↗ goodrx.com	1 575 588	5 719 065	4 757 707	12 052 360
Hims & Hers ↗ hims.com	1 606 206	1 966 096	887 478	4 459 780
BetterHelp ↗ betterhelp.com	386 026	435 303	213 408	1 034 737
Teladoc ↗ teladochealth.com	124 101	113 454	86 316	323 871
Zocdoc ↗ zocdoc.com	68 547	17 214	94 658	180 419

Click column header → sort. Click row → ChatGPT citation prompts. Brand Radar matches **brand names**, not domains.

3.3 AI Share of Voice

GoodRx 66.8% — the 5 brands in this set hold **18 051 167** AI impressions/mo across ChatGPT, AI Overviews & AI Mode.



FINDINGS

The five brands hold 18.1M AI impressions/mo across ChatGPT, AI Overviews and AI Mode. GoodRx (66.8%) and Hims & Hers (24.7%) take over 90%; BetterHelp (5.7%), Teladoc (1.8%) and Zocdoc (1.0%) share the rest. Cited prompts are mostly cost, coverage and legitimacy questions ("Can I use GoodRx on Medicare?", "Is BetterHelp a legit therapy?"), and answers often cite regulators (fda.gov, ftc.gov, medicare.gov) next to the brand. Zocdoc is cited mainly on local provider questions.

WHAT TO DO

Publish clear, sourced answers to price, insurance and safety questions on your own domain, with clinical review and links to official guidance. AI engines place brand pages next to FDA and Medicare sources; pages that meet that standard get cited.

4. ROI Forecast

INDUSTRY BENCHMARK

Weak

Typical

Strong

×

PACKAGE

Start

Growth

Scale

×

PERIOD

12m

24m

36m

Forecast outcomes

BREAK-EVEN

Month 14

24M REVENUE

\$552K

24M ROI

110%

24M PROFIT

\$289K

Investment

PROJECT COST

\$263K

PUBLISHED PAGES

600

Parameters

PACKAGE INPUTS

Pages / month 25

Monthly cost \$11K

CONVERSION FUNNEL · STRONG TIER

Visit → Install 5.1%

Install → Paid 6.2%

Revenue / payer / yr \$62

CONTENT PERFORMANCE

Months to peak 7

Avg visits/page 180

Success rate 60%

AI / GEO LIFT

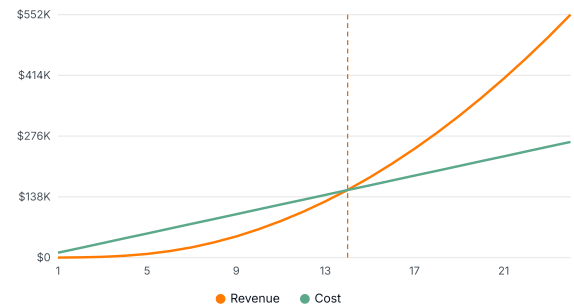
LLM ratio 0.1x

LLM conv boost 2x

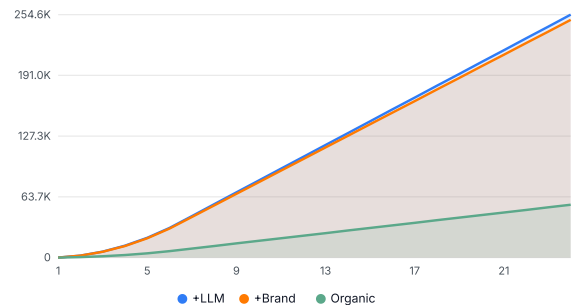
[Dive deeper — change parameters in the ROI calculator](#)

– Open the interactive model to adjust assumptions yourself.

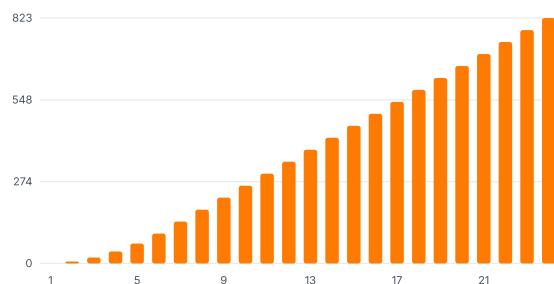
Cumulative Revenue vs Cost



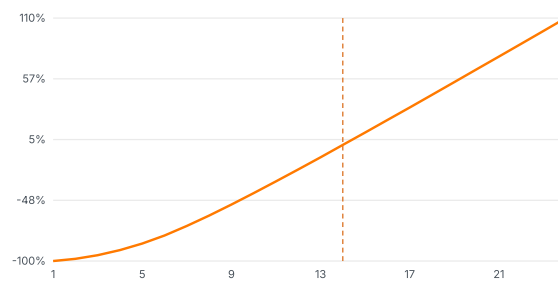
Traffic Growth



New Paid Customers



Cumulative ROI



MONTHS	PAGES	ORGANIC	BRAND	LLM	INSTALLS	PAYERS	REVENUE	ROI
1	25	0	0	0	0	0.0	\$0	-100%
2	50	450	1.6K	45	108	6.7	\$415	-98%
3	75	1.4K	4.7K	135	324	20	\$1K	-95%
4	100	2.7K	9.4K	270	647	40	\$2K	-91%
5	125	4.5K	15.8K	450	1.1K	67	\$4K	-85%
6	150	6.8K	23.6K	675	1.6K	100	\$6K	-78%
7	175	9.4K	33.1K	945	2.3K	140	\$9K	-70%
8	200	12.2K	42.5K	1.2K	2.9K	181	\$11K	-61%
9	225	14.8K	52.0K	1.5K	3.6K	221	\$14K	-51%
10	250	17.6K	61.4K	1.8K	4.2K	261	\$16K	-41%
11	275	20.3K	70.9K	2.0K	4.9K	301	\$19K	-31%
12	300	22.9K	80.3K	2.3K	5.5K	341	\$21K	-21%
13	325	25.6K	89.8K	2.6K	6.1K	381	\$24K	-10%
14	350	28.4K	99.2K	2.8K	6.8K	421	\$26K	0%
15	375	31.1K	108.7K	3.1K	7.4K	461	\$29K	11%
16	400	33.8K	118.1K	3.4K	8.1K	502	\$31K	22%
17	425	36.5K	127.6K	3.6K	8.7K	542	\$34K	33%
18	450	39.1K	137.0K	3.9K	9.4K	582	\$36K	44%
19	475	41.9K	146.5K	4.2K	10.0K	622	\$39K	55%
20	500	44.5K	155.9K	4.5K	10.7K	662	\$41K	66%
21	525	47.3K	165.4K	4.7K	11.3K	702	\$44K	77%
22	550	50.0K	174.8K	5.0K	12.0K	742	\$46K	88%
23	575	52.6K	184.3K	5.3K	12.6K	782	\$49K	99%
24	600	55.4K	193.7K	5.5K	13.3K	823	\$51K	110%

ESA ROI Calculator · Start 10/\$5.5K · Growth 25/\$10.95K · Scale 40/\$15.5K · peak 7 mo, success 60%, 180 visits/page, brand ×3.5, LLM 0.1×, LLM conv ×2. Funnel inputs follow the industry benchmark switch (Weak / Typical / Strong = bottom quartile / median / top quartile of the category). Revenue per payer is 12-month subscription revenue, not lifetime value; visit → install is an estimate (no open benchmark for search visitors). Pay-per-visit telehealth is not modelled: no open data on how many sign-ups reach a first paid visit.

FINDINGS

On the Growth package over 24 months, a top-quartile funnel (Strong tier: 5.1% visit → install, 6.2% install → paid, \$62 per payer) turns a **\$263K** project into **\$552K** of revenue (ROI 110%) and breaks even in month 14. The same pages at the median (Typical tier) return only **\$88K**. Health apps share the fitness subscription benchmarks, so the gap between the median and the top quartile is just as wide.

WHAT TO DO

Measure your own visit → install and install → paid rates first. Telehealth with pay-per-visit pricing earns more per patient than the subscription benchmark (in the US a general visit without insurance is around \$89, therapy up to \$119), so model your own revenue per patient before choosing a package.

Sources & Benchmarks

I. Sources

- **Content** — [Ahrefs Keywords Explorer](#) (US volumes) + [ESA](#) intent clustering
- **Organic SEO** — [Ahrefs Site Explorer](#)
- **AI Visibility** — [Ahrefs Brand Radar](#) (ChatGPT / AI Overviews / AI Mode; citations API limit 25)
- **ROI** — [ESA ROI Calculator](#) + service packages
- **Industry benchmarks** — [RevenueCat](#), [State of Subscription Apps 2026](#), [Unbounce](#), [Conversion Benchmark Report 2024](#), [LocaliQ](#), [Search Advertising Benchmarks](#), [Teladoc Health](#), pricing without insurance

II. Benchmarks

Reference ranges for a subscription-app funnel — Visit → Install → Trial → Paid — for the median app in the category and its bottom and top quartiles. Rows marked **ROI-model input** feed the forecast above. All figures are modelled estimates on the stated inputs, not guarantees.

II.A. Conversion — industry benchmarks

FUNNEL STEP	WEAK → TYPICAL → STRONG	SOURCE / NOTE
Visit → Install	Weak 1% Typical 3% Strong 5.1%	Estimate; strong = landing-page benchmark (Unbounce 2024, LocaliQ 2026)
Install → Trial (30 days)	Weak 2.6% Typical 6.9% Strong 13.6%	RevenueCat 2026
Trial → Paid	Weak 26.1% Typical 37.7% Strong 51.4%	RevenueCat 2026
Install → Paid (35 days)	Weak 1.1% Typical 2.9% Strong 6.2%	ROI-model input. RevenueCat 2026
Revenue per payer (12 months)	Weak \$18 Typical \$36 Strong \$62	ROI-model input. RevenueCat 2026
Avg. visits per page (peak)	180 visits	ROI-model input. Ahrefs top pages of the five leaders (US, pages with 10–3,000 visits/mo, top 100 per domain, n=500) have a median of ~970 and a trimmed mean of ~1,240 visits/page, driven by GoodRx and Zocdoc's years of links and brand pull. A newly published page is modelled at 180 , the same conservative figure as the other app reports.
Revenue per payer (12 months)	\$62	ROI-model input. RevenueCat, State of Subscription Apps 2026: 12-month revenue per payer for Health & Fitness apps (bottom quartile / median / top quartile); medical apps are reported together with fitness.

II.B. GEO benchmark ranges

GEO METRIC	EARLY	HEALTHY	AI-HEAVY	NOTES
LLM traffic ratio	0.01–0.04×	0.05–0.12×	0.15–0.30×	LLM referrals as a multiple of organic
LLM conversion boost	+50–120%	+300–500%	+400–700%	ChatGPT highest; AI Overviews lowest
Content success rate	30–50%	45–65%	50–70%	Service pages and how-to content rank best
Months to peak	3–6	6–14	14–24	Per published cohort
Brand traffic multiplier	0.05–0.15×	0.20–0.40×	0.45–0.90×	Fixed at 3.5× brand-lift in the model