CMO's Guide to Treatment Search Seasonality

Recovery.com

Recovery.com search data vs. three years of public search data. 100 = a typical month.

> Treatment search demand rises and dips through the year, but the swings are smaller than many marketers expect. Here's what the data shows, and what it means for your monthly budget.

THE THREE THINGS TO KNOW

1. Seasonality is real



Recovery.com demand peaks in January and dips to its low in December.

2. The swings aren't dramatic



Ski resort searches fall to a third of typical. Treatment's slowest month still sees most of its typical demand.

3. Focus on bidding



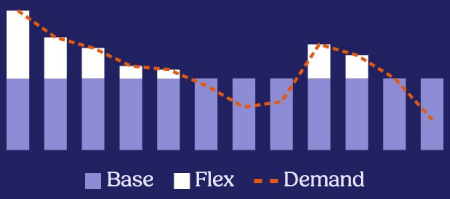
With a cost-per-result bidding model, slow months use less of your cap. Cutting it saves nothing.

OUR RECOMMENDED APPROACH

Hybrid: hold a steady base, then flex — BEST FIT

- Keep a base budget running every month, and never drop below it.
- Flex up when demand runs above typical to capture the peaks.
- Flex up in lower months too if census is your priority.

Best for: centers that need both efficient acquisition and stable census.



Demand-capture · Spend with seasonality

- Add budget in peaks; pull back in dips.
- **Best for:** efficiency and CPA discipline.
- **Watch-out:** cuts can deepen census dips.

Lean this way if CPA is your main KPI.

Census-stabilization · Spend against seasonality

- Hold or raise spend in lower months to win more share.
- **Best for:** protecting occupancy.
- **Watch-out:** cost per admission may rise.

Lean this way if census is your main KPI.

MONTH BY MONTH: WHAT MOVES DEMAND

JAN
Deductibles reset
Peak demand. Be ready to explain payment options.

FEB–MAY
Steady demand
Above typical. Keep spend steady; test campaigns.

JUN–AUG
Vacations
July low. Keep your base; people still research.

SEP–OCT
Back to routine
Rebound. Met deductibles look to use benefits.

NOV–DEC
The holidays
December low. Staff admissions through the holidays.

Sources and methodology. Recovery.com proprietary search data from internal Recovery.com metrics. Public search data and the ski resort comparison from Ahrefs Keywords Explorer and Google Trends, US, Sep 2023 to Aug 2026, indexed to a centered moving average. Budget charts are illustrative.

Seasonality is real, but it's not a reason to pull back. Hold a steady base, then flex.