



PPC CASE STUDY

Problem

This dental client was heavily investing in Google Ads to generate leads for their practice. Their main focus was getting non branded conversions for their general dentistry practice and also get high value patients needing implants.

Goal

Increasing number of leads with some high value leads in the mix.

Solution

- Auditing existing google Ad account to identify ad spend waste, keywords, search terms, ad copies and bidding strategy.
- Rebuild the general dentistry campaign with more relevant ad copies with enticing CTA to achieve higher CTR.
- Creating call only campaign strategy to generate more phone calls for their practice.
- Building implants and all in 4 campaign to generate them high value leads (They charge around \$17,000 for all in 4 treatment).
- Adding extensive list of negative keywords as the CPC was very high and we couldn't afford irrelevant clicks wasting our ad budget.
- Extension testing to identify best performing extensions.

Outcome

Q4 YOY results

- 175.51% increase in conversions (135 vs 49)
- 64.62% reduced cost per acquisition (\$39.81 vs 112..52)
- 187.04% Increase in conversion rate (26.89% vs 9.37%)
- 127.25% increase in account CTR (3.82% vs 1.68%)

Campaign type	Clicks < >	Impr. < >	CTR < >	Avg. CPC < >	↓ Cost < >	Conversions < >	Cost / conv. < >	Conv. rate < >	Phone calls < >
Search	163 (+∞)	7,832 (+∞)	2.08% (+∞)	\$20.16 (+∞)	\$3,285.83 (+∞)	72.00 (+∞)	\$44.22 (+∞)	45.86% (+∞)	112 (+∞)
Search	161 (+∞)	3,740 (+∞)	4.30% (+∞)	\$6.60 (+∞)	\$1,063.11 (+∞)	14.00 (+∞)	\$75.94 (+∞)	8.70% (+∞)	17 (+∞)
Search	60 (+∞)	1,174 (+∞)	5.11% (+∞)	\$14.96 (+∞)	\$897.39 (+∞)	3.00 (+∞)	\$299.13 (+∞)	5.00% (+∞)	6 (+∞)
Search	129 (+616.67%)	682 (+537.38%)	18.91% (+12.44%)	\$1.87 (+179.00%)	\$240.94 (+1,899.49%)	46.00 (+475.00%)	\$5.00 (+259.48%)	37.10% (-21.17%)	59 (+637.50%)
	513 (+2,750.00%)	13,428 (+12,449.00%)	3.82% (-77.29%)	\$10.70 (+1,497.81%)	\$5,487.27 (+45,437.50%)	135.00 (+1,587.50%)	\$39.81 (+2,764.11%)	26.89% (-42.85%)	194 (+2,325.00%)
	513 (-3.57%)	13,428 (-57.57%)	3.82% (+127.25%)	\$10.70 (+1.45%)	\$5,487.27 (-2.17%)	135.00 (+175.51%)	\$39.81 (-64.62%)	26.89% (+187.04%)	194 (+223.33%)