

Overview

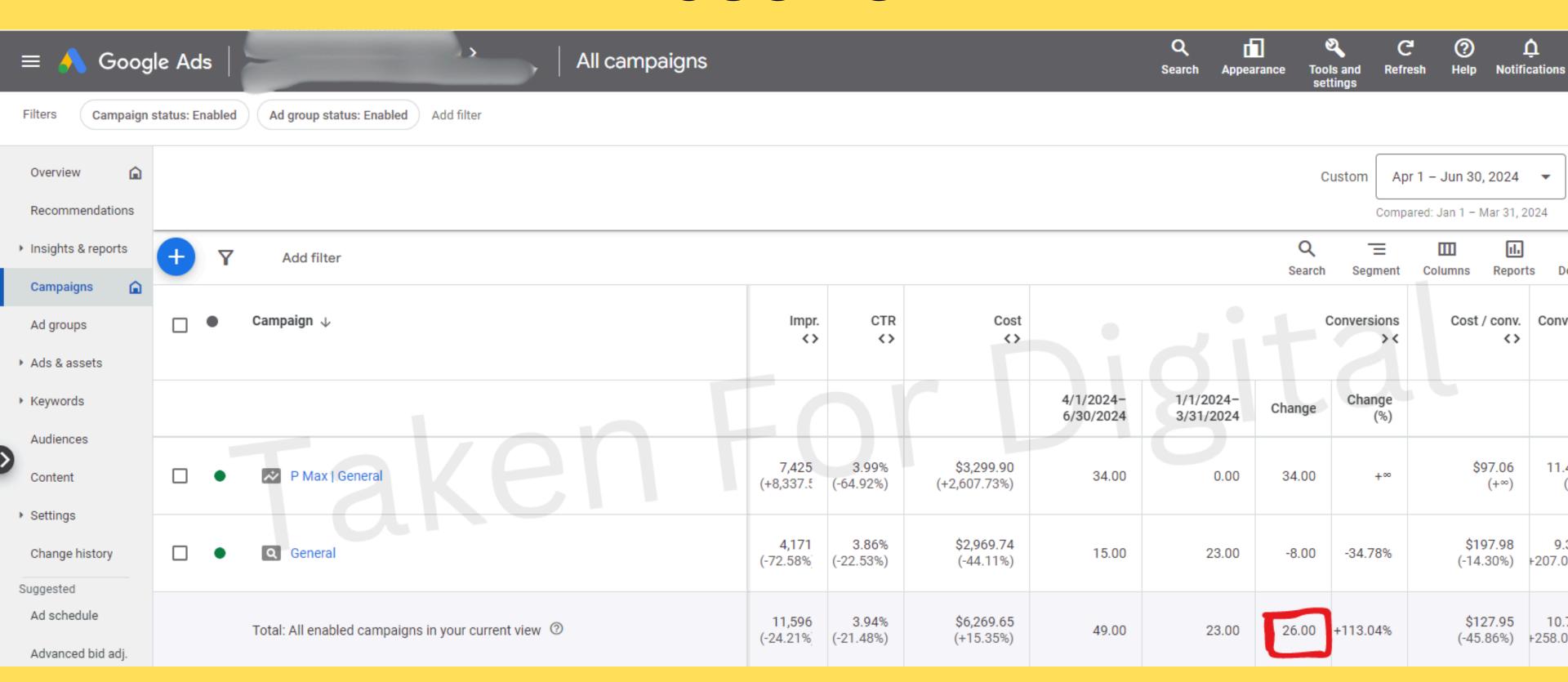
- Dental Clinic
- Location Katy, Texas
- Industry Dentistry
- Services Offered General, Emergency, Implant, Cosmetic etc.

Strategy

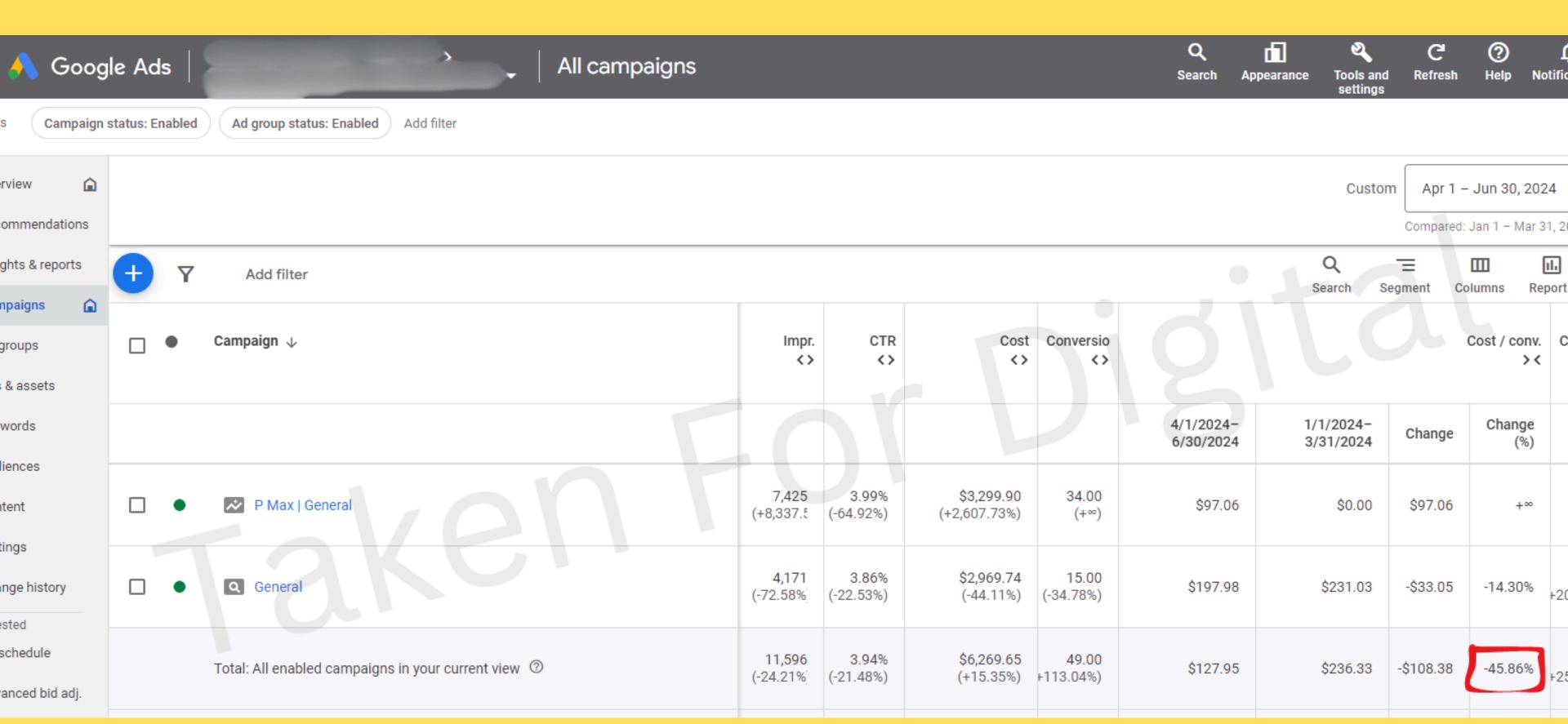
• In Jan - March 2024 the cost per conversion was very high so I implemented a Performance Max campaign along with an ongoing search ad campaign to maximize the conversions along with a lower cost per lead.

• Katy is a very competitive area so I worked on filtering the search terms in depth to avoid getting clicks on irrelevant searches.

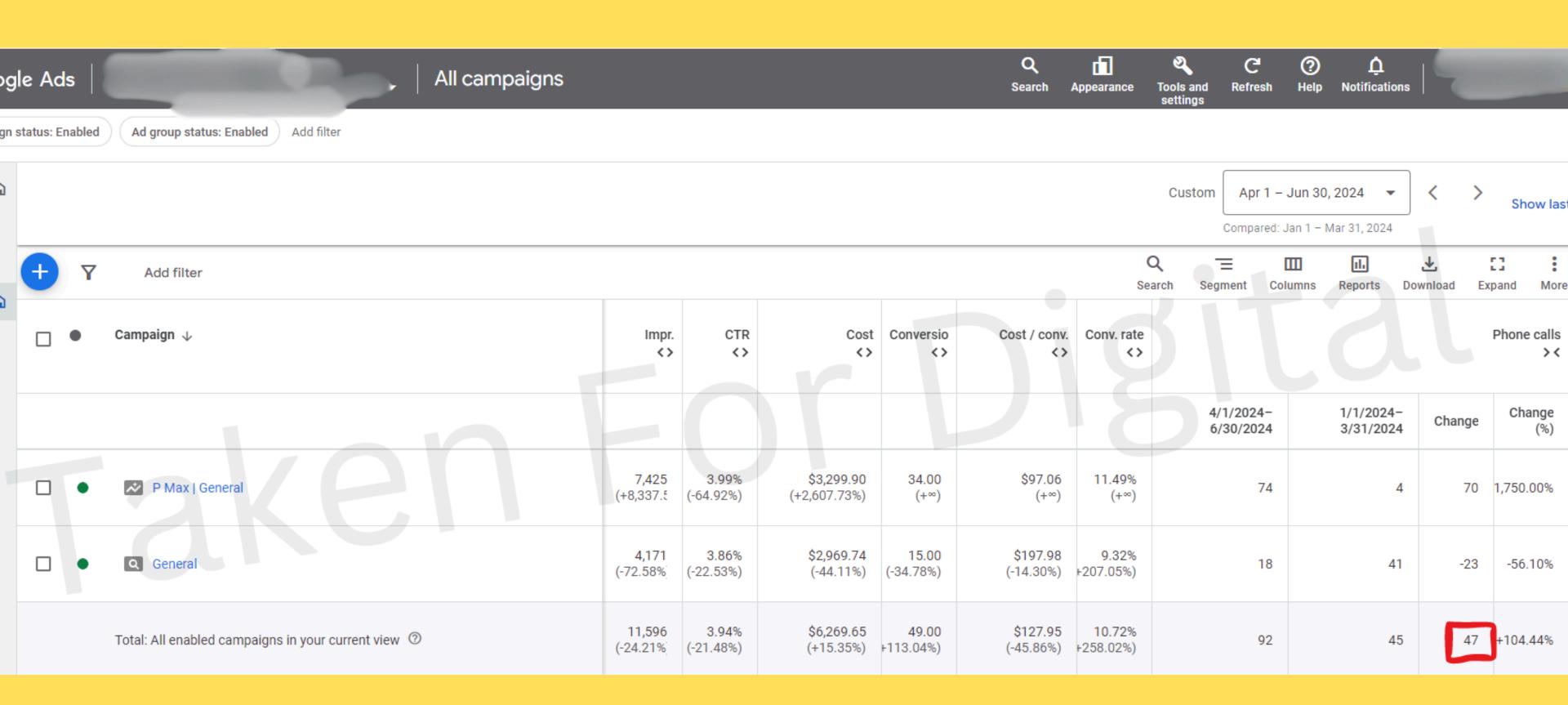
Results



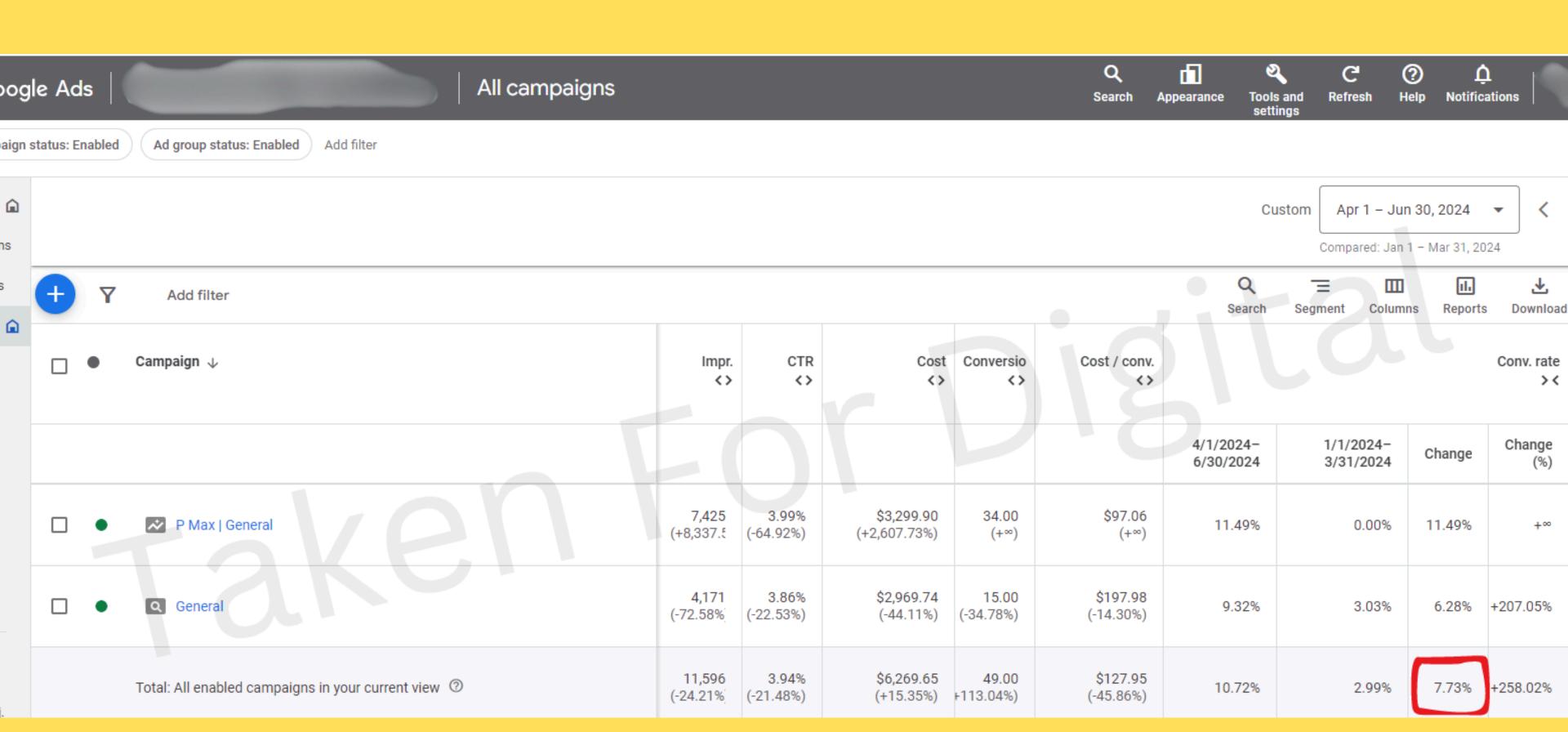
Conversions increased by 26



Cost/Conv. decreased by 45%



Phone calls increased by 47



Conv. rate increased by 7.7%