

**Decreased the cost per conversion by
45% and increased leads & phone calls
for a dental clinic?**



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

Google Ads [Redacted] All campaigns											
Search Appearance Tools and settings Refresh Help Notifications											
Filters Campaign status: Enabled Ad group status: Enabled Add filter											
Overview Recommendations Insights & reports Campaigns Ad groups Ads & assets Keywords Audiences Content Settings Change history Suggested Ad schedule Advanced bid adj.											
Custom Apr 1 – Jun 30, 2024 Compared: Jan 1 – Mar 31, 2024											
+ Add filter Search Segment Columns Reports											
Campaign				Impr.	CTR	Cost	Conversions		Cost / conv.	Conv.	
				<>	<>	<>	><		<>		
							4/1/2024–6/30/2024	1/1/2024–3/31/2024	Change	Change (%)	
P Max General				7,425 (+8,337.5%)	3.99% (-64.92%)	\$3,299.90 (+2,607.73%)	34.00	0.00	34.00	+∞	\$97.06 (+∞)
General				4,171 (-72.58%)	3.86% (-22.53%)	\$2,969.74 (-44.11%)	15.00	23.00	-8.00	-34.78%	\$197.98 (-14.30%)
Total: All enabled campaigns in your current view				11,596 (-24.21%)	3.94% (-21.48%)	\$6,269.65 (+15.35%)	49.00	23.00	26.00	+113.04%	\$127.95 (-45.86%)

Conversions increased by 26

Google Ads

All campaigns

Search

Appearance

Tools and settings

Refresh

Help

Notifications

Campaign status: Enabled

Ad group status: Enabled

Add filter

Overview

Recommendations

Insights & reports

Campaigns

Ad groups

Assets & assets

Keywords

Audiences

Content

Settings

Change history

Ad schedule

Advanced bid adj.

Custom

Apr 1 – Jun 30, 2024

Compared: Jan 1 – Mar 31, 2024

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Add filter

Search

Segment

Columns

Report

☐ Campaign ↓	Impr. ↕	CTR ↕	Cost ↕	Conversio ↕	Cost / conv. ↕
	4/1/2024–6/30/2024	1/1/2024–3/31/2024	Change	Change (%)	
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-45.86%

Campaign status: Enabled

Ad group status: Enabled

Add filter

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Custom

Apr 1 – Jun 30, 2024

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Compared: Jan 1 – Mar 31, 2024

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Add filter

Search

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Columns

Reports

Download

Campaign ↓	Impr. ↕	CTR ↕	Cost ↕	Conversio ↕	Cost / conv. ↕	4/1/2024– 6/30/2024	1/1/2024– 3/31/2024	Change	Change (%)
P Max General	7,425 (+8,337.5%)	3.99% (-64.92%)	\$3,299.90 (+2,607.73%)	34.00 (+∞)	\$97.06 (+∞)	11.49%	0.00%	11.49%	+∞
General	4,171 (-72.58%)	3.86% (-22.53%)	\$2,969.74 (-44.11%)	15.00 (-34.78%)	\$197.98 (-14.30%)	9.32%	3.03%	6.28%	+207.05%
Total: All enabled campaigns in your current view ?	11,596 (-24.21%)	3.94% (-21.48%)	\$6,269.65 (+15.35%)	49.00 (+113.04%)	\$127.95 (-45.86%)	10.72%	2.99%	7.73%	+258.02%

Conv. rate increased by 7.7%