



HEALTHCARE

HELPING AN ORTHODONTIST FIND NEW PATIENTS

 SOUTH BEND, IN



GOAL

- This client wanted to drive new business through form fills and phone calls

CHALLENGES

- The campaign started out with a cost per conversion of \$114.

RESULTS

- We set up the campaign by separating "orthodontist" ad groups and more service-specific ad groups (like invisalign & braces) into their own campaigns to bucket these users.
- We also created a landing page that included the form and phone number above the fold being that the client solely wanted to drive leads.
- At the height of the campaign, we were able to drive a conversion rate of 17% and a cost per conversion of \$27. The industry standard is roughly \$78.

17%

CONVERSION RATE

\$27

COST PER CONVERSION

