

Case Study for a Chiropractor



Our Objective

Our goal is to support Chiropractic clinics in achieving sustainable growth by strengthening their digital presence, connecting them with patients seeking pain relief and wellness care, and delivering measurable results that contribute to long-term patient health, retention, and practice success.

Background

We specialize in delivering cost-effective, high-impact digital marketing strategies designed specifically for chiropractic clinics and. Our services help expand your local and regional visibility by strengthening your online presence, increasing targeted website traffic, and attracting highly qualified patient inquiries (leads).

With a focused approach tailored to chiropractic practices, we support consistent growth by enhancing patient engagement, driving appointment bookings, and building a strong digital footprint within your service area. Our goal is to position your clinic as a trusted provider for pain relief, spinal health, and overall wellness in your community.

Challenge

At the outset, the chiropractor's campaigns were facing significant challenges, including **low conversion rates and a high cost per conversion**. Specifically, in November 2025, the campaigns generated only **37 conversions**, resulting in **4.56% conversion rate**.

The primary objective was to increase the number of **qualified appointment bookings**, reduce the **cost per acquisition (CPA)**, and improve the overall **efficiency and performance** of the campaigns.

To address these challenges, the strategy focused on optimizing targeting, refining keyword intent, improving ad relevance, and enhancing landing page conversion elements to drive higher-quality patient inquiries and sustainable growth.

Following these optimizations over a three month period, the campaign achieved the following outcomes:

Month	Conversion	Cost/Conv	Cov. Rate	CTR	Avg.CPC
November,2025	37	\$20.34	4.56%	2.80%	\$2.45
December,2025	55	\$17.99	9.15%	2.79%	\$2.30
January,2026	79	\$11.64	11.65%	3.77%	\$1.56

Overall Performance Growth (Nov 2025 - Jan 2026)

Conversions Increased Significantly

- November: 37 conversions
- January: 79 conversions
- Increase of 42 conversions (+113%)

This shows a strong improvement in lead generation and campaign effectiveness.

2. Cost per Conversion Decreased

- November: \$20.34
- January: \$11.64
- Reduced by \$8.70 (-42.8%)

This indicates much better cost efficiency and improved CPA control.

3. Conversion Rate Improved

- November: 4.56%
- December: 9.15%
- January: 11.65%
- Conversion rate more than doubled (+155%)

This indicates much better cost efficiency and improved CPA control.

4. CTR (Click-Through Rate) Increased

- November: 2.80%
- January: 3.77%
- Increase of 0.97% (+34.6%)

Higher CTR suggests improved ad copy, keyword alignment, and audience intent.

5. Average CPC Reduced

- November: \$2.45
- January: \$1.56
- Decrease of \$0.89 (-36%)

Lower CPC combined with higher CTR indicates improved Quality Score and campaign optimization.

Summary of Improvements

- Conversions more than doubled
- CPA reduced by nearly 43%
- Conversion rate significantly improved
- Lower CPC while increasing CTR
- Overall campaign efficiency and ROI improved month-over-month