

# Case Study for a Dental Industry



## Our Objective

The primary objective was to increase qualified lead generation and appointment bookings for dental services by targeting high-intent individuals actively searching for dental exams, teeth cleaning, cosmetic dentistry, and restorative treatments. Additionally, the goal was to improve conversion rates and reduce the cost per lead through strategic audience targeting, compelling ad messaging, and continuous data-driven campaign optimization.

## Background

The company is a patient-focused dental practice dedicated to providing comprehensive, high-quality dental care for individuals and families. Committed to comfort, education, and personalized treatment, the practice offers a wide range of services, including preventive care, restorative dentistry, cosmetic procedures, and emergency treatments.

With an emphasis on building long-term patient relationships and promoting overall oral health, the practice strives to create a welcoming and supportive environment where patients feel confident and cared for at every visit.

## Challenge

Initially, the dental campaign faced the challenge of scaling appointment bookings while maintaining strong cost efficiency and high-quality patient leads. Although the campaign showed significant improvement in September, the key challenge was to sustain this high level of performance and continue driving consistent, cost-effective patient acquisition.

In September, the campaign achieved a strong initial performance:

- Conversions: **21**
- Conversion Rate: **7.05%**
- Cost per Conversion: **\$35.59**
- Phone Calls: **16**

The primary challenge was to maintain this high conversion rate and low cost per conversion while further increasing conversion volume and phone call inquiries. Additionally, ensuring consistent lead quality and maximizing return on ad spend (ROAS) through ongoing campaign optimization remained a critical focus.

## Achievements:

Reduced cost per conversion from \$35.59 to \$22.82, significantly improving overall cost efficiency.

Improved lead quality and conversion rate for better overall performance.

Achieved consistent month-on-month conversion growth, increasing from 21 to 27 to 41 conversions.

Increased conversions from 21 to 41 within three months, achieving strong and consistent growth.

Built a more optimized and scalable campaign structure for consistent and cost-effective lead generation.

## Strategy & Approach

### Keyword Refinement:

Removed low-performing and irrelevant search terms, and focused on high-intent keywords that were more likely to generate real inquiries.

### Location & Audience Targeting

Tightened geo-targeting to prioritize areas bringing better engagement and reduced wasted spend.

### Ad Copy Improvements:

Updated messaging to make it more clear, direct, and aligned with what users were actually searching for.

### Budget Reallocation:

Shifted spend from underperforming campaigns to the ones consistently generating conversions.

### Ongoing Optimization:

Monitored search terms, bids, and performance weekly to control costs while maintaining steady lead flow.

