

# Case Study for a Dental



## Challenge

The main challenge of the account was to increase Conversions (Calls & Form) and to lower down the Cost per conversion.

### Client Problems Earlier

- Spending More With less Conversions
- Complaints regarding inappropriate campaign structure

### Reason For Low Performance Observed By Us

- Inadequate budget
- No Proper Campaign Segmentation & Optimization
- Poor Ad copies

## Solution & Process

### Followed By Us

We added more relevant keywords so that relevant searches get to the website.

Targeted PPC ads to the people who were geographically able to benefit client's services.

We started testing a few ads with different headlines and descriptions. These new ads performed much better than the old ads. This helped us increase the click through rate (CTR) and decrease the cost per conversion.

### Steps taken -

1. Set up Conversion actions for Thank You Page & Calls
2. Geo-targeting to Eliminate Irrelevant Locations
3. Addition of keywords & Negatives.
4. Bidded moreover on Mobile devices to produce high click-through and conversion rates.
5. Added more ads and performed A/B testing.

## Results

Within 4 months Conversions have increased tremendously from 3 to 37  
Cost/conv. have reduced from \$397.41 to \$39.43  
Conv. rate have improved from 2.46% to 15.10%

Month ↓	Conversions ▼	Cost / conv. ▼	Conv. rate ▼
Jan 2020	37.00	CA\$39.43	15.10%
Dec 2019	16.00	CA\$88.79	7.08%
Nov 2019	10.00	CA\$147.87	6.41%
Oct 2019	3.00	CA\$397.41	2.46%