



Scenario

A cosmetic dentist in Austin, TX wanted to drive dental implant leads.

Method

Simple Impact Media built a custom Google Ads campaign focusing on Implants, Dentures, and All on Four. Local search terms such as "Austin dental implants" are prioritized over generic implant search terms due to higher conversion rates observed. High ad spend allows the account to stand out as a local authority on Implants with top of page results. Copy emphasis is on speed (same day implants) and the low price points offered. Location, call, callout and structured snippet extensions are used to improve click-through rates and make the ads more robust. A/B testing has identified which landing pages are the strongest in driving implant conversions. Demographic bid adjustments are used to prioritize ads served to higher converting audience subsegments according to age and income level.

Results

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Jan 1, 2020 - Nov 18, 2020

Monthly Budget
\$12,000

Cost per click
\$10.40

CTR
5.6%

Unique Leads
516

Conversion Rate
4.9%

Cost per lead
\$212

Calls from ads
175

Calls from website
252

Form Submissions
89

