

Dentist | Case Study

Campaign Performance Summary - First Month of Service

During this reporting period, both campaigns delivered highly efficient, intent-driven results, with a CTR of 13.4% and a conversion rate of 84.5%.

With 42 clicks generating 35.5 conversions, the campaign demonstrated strong engagement from a highly targeted audience.

Cost per conversion remained low at \$8.66, reinforcing the effectiveness of branded search in capturing high-intent traffic.

Impression share was very high at 90.5%, showing that the brand continued to dominate relevant search terms with minimal loss due to rank or budget.

The Search General campaign, showed a different performance profile. Generating 2,795 impressions and 215 clicks, the campaign had a lower CTR of 7.7% but still produced a meaningful conversion rate of 24.9%. Cost per conversion was higher at \$68.92, reflecting the broader targeting approach of general search terms. Despite its broader reach, impression share was slightly lower at 76.5%, with some lost opportunities due to rank and budget constraints.

Overall, the data highlights a clear contrast between branded and general search campaigns. Branded search remains highly efficient and cost-effective, capturing high-intent traffic with excellent conversion performance.

