

Dentist | Case Study

Summary

Boosting New Patient Acquisition through Strategic Search Optimization

During the most recent campaign cycle, the dental client achieved significant growth in engagement and conversions through focused Google Ads optimizations. Total clicks increased by 133.8% and impressions grew by 73.6%, signaling a major expansion in reach and visibility.

Despite this surge in volume, average CPC decreased by 39.2% (from \$6.22 to \$3.78), demonstrating improved cost efficiency and stronger bidding strategy performance. Total costs rose by 42.2%, but conversions climbed 37%, keeping CPA stable at around \$103, a small 3.8% increase relative to volume growth.

Key campaign performers included “Search | New Patients | Business Hours,” which saw a 121% lift in clicks and 63% more impressions while cutting CPC by nearly 37%, driving measurable conversion growth. Meanwhile, the “Search | New Patients | Weekends” campaign generated new patient leads with a strong 15.9% CTR, reinforcing the value of time-segmented targeting.

Overall, the account’s trajectory shows a successful expansion phase, increasing visibility and lead volume while improving cost control. Going forward, refining post-click experiences and conversion pathways will be key to turning growing traffic into high-value patient appointments, ensuring sustainable ROI from search investments.

