

Gastroenterology | Case Study

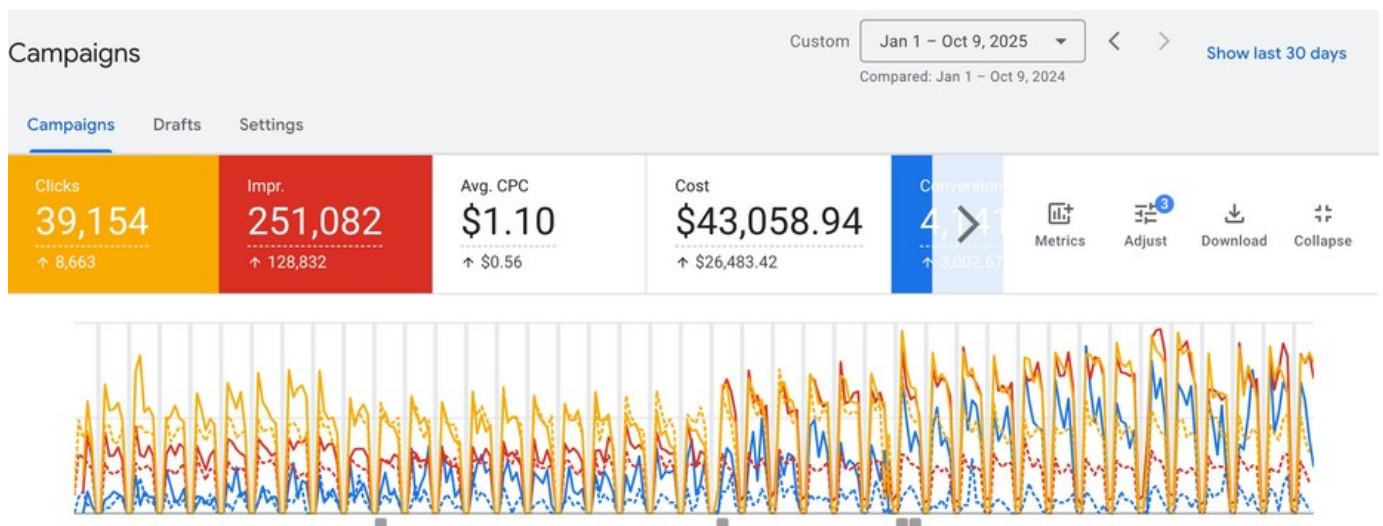
Summary

This case highlights how a data-driven approach can simultaneously scale reach and improve cost efficiency in competitive paid search environments.

Between August and September 2025, the client's Google Ads campaigns achieved a major performance breakthrough, demonstrating how strategic optimization and smart budget allocation can drive scalable growth.

Overall impressions surged by 105% and clicks rose by 28%, expanding brand visibility across key regional markets. Despite a 159% increase in spend, the campaigns delivered 263% more conversions, reducing the average cost per acquisition (CPA) from \$14.55 to \$10.40—a 28% improvement in efficiency.

While CTR declined by 9.5 percentage points, likely due to expanded targeting, the conversion rate jumped from 3.7% to 10.6%, proving that higher-quality traffic offset the lower click-through performance. Strategic optimizations such as refining bid strategies, reallocating budget to high-performing campaigns, and improving landing page experiences led to a stronger return on investment and positioned the account for sustainable growth.



- Conversions surged** — Conversions rose from 1,139 to 4,141.67 (▲ 263.62%).
- CTR dropped significantly** — overall CTR fell from 24.94% to 15.59% (▼ -9.48 pp).
- Traffic volume (Impressions & Clicks) increased** — Impressions ▲ 105%, Clicks ▲ 28%.
- Efficiency improved** — Avg. CPA down — Avg. CPA dropped from \$14.55 to \$10.40 (▼ -28.56%).