

Medical Devices | Case Study

Case Study: Strengthening Brand Visibility and Conversion Efficiency through Multi-Campaign Optimization

In this campaign cycle, the dental group achieved a strong omnichannel performance across both Search and Performance Max (PMax) campaigns, effectively balancing brand visibility, lead generation, and cost control. The account generated 45,093 clicks and 569,436 impressions, maintaining a solid 7.92% CTR, signaling consistent audience engagement across high-intent channels. Total ad spend reached \$60,036, yielding 2,405 conversions at an average CPA of \$24.96, reflecting a highly efficient acquisition structure for a diversified campaign mix.

Among top performers, the PMax | General | 2024 (M–F) campaign stood out with 10,827 clicks, 124,610 impressions, and an exceptional 17.2% conversion rate, showing how machine learning-driven optimization effectively captured high-quality leads. The Search | General, Surgical & Hygiene | 2024 (M–F) campaign delivered scale, generating 21,309 clicks and 54 conversions, a key contributor to overall reach and patient acquisition. Meanwhile, Search | Branded | 2024 maintained a 22.9% CTR, highlighting strong brand recall and engagement from existing audiences.

Overall, this performance snapshot reflects a well-balanced digital strategy that leverages both broad awareness and direct response channels. Future optimization opportunities include expanding budget allocation to high-performing PMax campaigns, testing ad copy for conversion lift, and enhancing post-click landing experiences to further improve the 4.63% conversion rate and drive sustainable ROI growth across all active campaigns.

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