

Physical Therapist | Case Study

Campaign Performance Summary:

The recent performance snapshot reveals strong growth momentum, driven largely by the introduction of Performance Max (PMax) initiatives and renewed search activity. Across all campaigns, clicks surged by 108.2% (from 524 to 1,091), while impressions more than doubled with a 159.2% increase (from 10,503 to 27,219). This expansion in visibility demonstrates the account’s growing reach and improved audience engagement.

Although the average CPC rose 103% (from \$3.39 to \$6.89), overall conversions jumped by 1,300%—from 7 to 98—driving significant gains in lead generation and patient acquisition.

Notably, Search | 2024 and the PMax | In-Office and In-Home 2025 campaigns were key growth engines. The Search | 2024 campaign saw a 93.9% increase in clicks and a 163.6% lift in impressions, producing 400% more conversions at a 32% lower CPA (\$463.77 vs. \$685.98), signaling stronger cost efficiency and improved ad resonance. Meanwhile, PMax | In-Office | 2025 delivered 383 clicks and 52 conversions with an impressive 12.2% conversion rate, while PMax | In-Home | 2025 followed closely with a 10% conversion rate—both indicating that PMax automation effectively captured high-quality leads even with limited runtime.

At the aggregate level, the conversion rate climbed 612% (from 1.15% to 8.17%), and cost per conversion dropped by 70% (from \$253 to \$76), marking a substantial leap in campaign efficiency and ROI. Although all campaigns are currently paused—some due to policy limitations or disapproved assets—the data underscores strong momentum and the potential for immediate ROI growth upon reactivation.

