# East Coast Ketamine Clinic Enhances Digital Advertising Performance

Spravato (esketamine HCI) nasal spray
28 mg per device

FOR INTRANASAL USE ONE Rx only Ketamine Lead Gen can help you lower ad costs, increase patient leads, and scale your clinic with compliant and high-converting Google & Meta ads

# **AT A GLANCE**

A leading ketamine therapy clinic on the East Coast, offering:

- IV Ketamine Infusions
- Spravato® (esketamine)
   Treatments
- Intramuscular (IM) Ketamine Injections

## **KEY METRICS**

"Ketamine Lead Gen transformed our digital marketing strategy.
Their expertise in our niche and commitment to compliance helped us achieve results beyond our expectations."

— Clinic Director



58%
Improved Conversion
Rate on Google Ads



Average cost per lead decreased

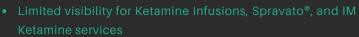


65%
Increase in Lead
Volume on Meta ads

## **CHALLENGES**

• High Google Ads CPCs exceeding \$7.50

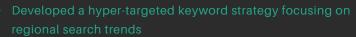




- Advertising restrictions due to ketamine's classification as a controlled substance
- Underutilization of Meta Business Ads stemming from previous ad rejections

# **SOLUTIONS**

#### **Google Ads Optimization**



- Created granular ad groups segmented by service type: IV Ketamine, Spravato®, IM Injections
- Designed custom landing pages tailored for each treatment to improve quality scores
- Integrated call tracking and optimized lead forms to monitor conversion behaviors
- Applied negative keyword filtering to eliminate unqualified clicks.

#### **Meta Business Ads Campaigns**

- Crafted compliant ad creatives emphasizing wellness and patient testimonials
- Utilized lead form campaigns and retargeting sequences to re engage site visitors
- Geo-targeted high-income neighborhoods and health-conscious demographics
- Focused on various Ketamine awareness campaigns with carefully vetted ad copy and engaging ad creative

# **BENEFITS**

## **Google Ads**

1

- CPC decreased from \$7.68 to \$4.52—a \$3.16 reduction
- Conversion rate improved by over 58%
- Average cost per lead decreased by 41% within 60 days

## **Meta Business Ads**

2

- CPM decreased by 27% within 45 days
- Lead volume from Meta increased by 65%
- Retargeted visitors were 2.3 times more likely to convert into appointments

#### **The Result**



- Over \$3 reduction in Google Ads CPC
- 58%+ increase in overall conversion rates
- Improve overall campaign ROI with actionable insights for scaling