

# East Coast Ketamine Clinic Enhances Digital Advertising Performance

Spravato™ ©  
(esketamine HCl)  
nasal spray  
28 mg per device  
FOR INTRANASAL USE ONLY  
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



**41%**

Average cost per lead decreased



**65%**

Increase in Lead Volume on Meta ads

## CHALLENGES

- High Google Ads CPCs exceeding \$7.50
- Low conversion rates and limited ad impression share
- Limited visibility for Ketamine Infusions, Spravato®, and IM Ketamine services
- 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

- Developed a hyper-targeted keyword strategy focusing on regional search trends
- 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

3

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



Real performance. Real compliance. Real patients

[ketamineleadgen.com](https://ketamineleadgen.com)