

Client Case Study: PPC in Dental/Orthodontics

An Adwords PPC
Success Story By:



Wealthy Dentist
marketing

Presented By

- ▶ Owner & Founder:
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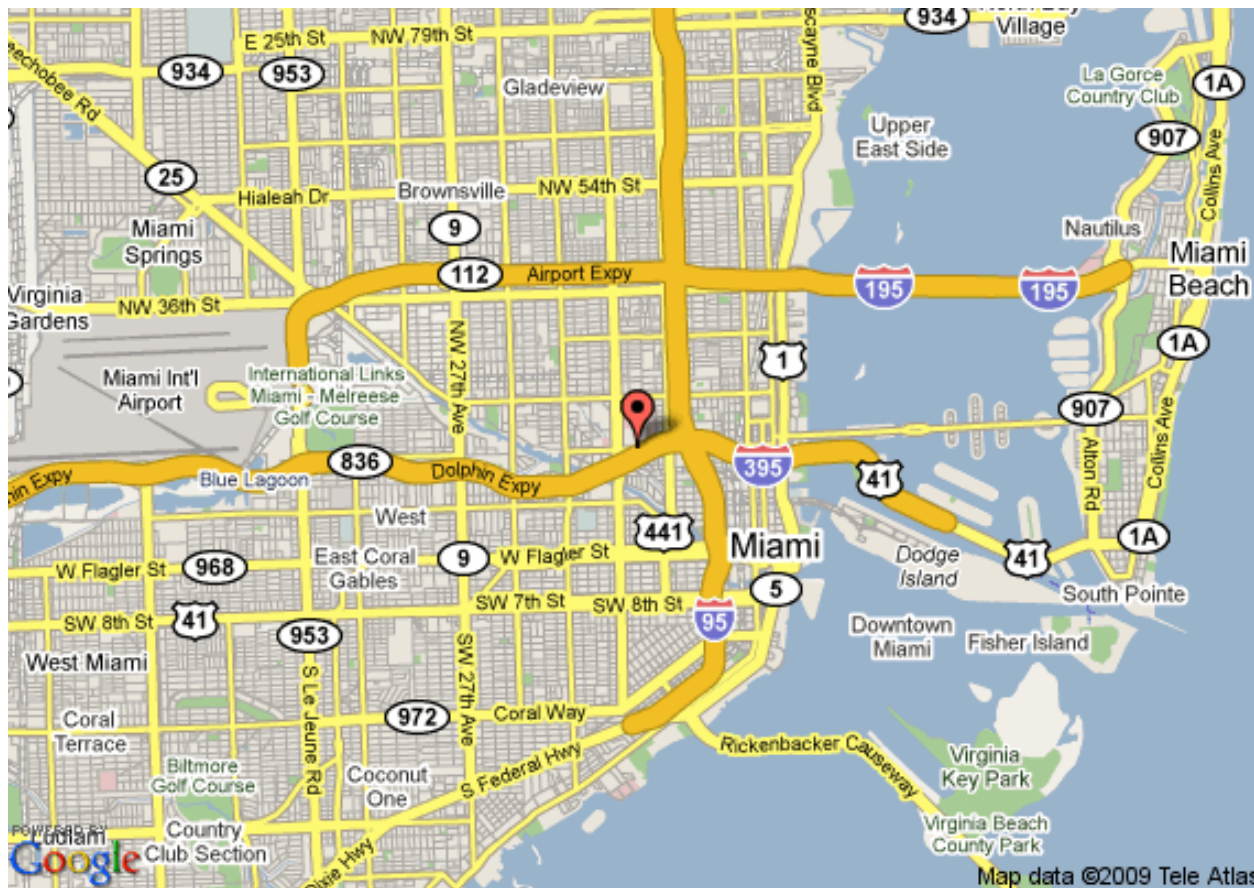
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Client's Catchment Area

- Miami Florida, USA



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Client's Goal

- ▶ Before using our services, client's conversion rate was:
7% (that is, 7 percent of people that clicked an online ad became a lead)
- ▶ Client's goal was:
10%
- ▶ We've delivered:

**12%+ conversion rate
consistently for 5 months!**

- ▶ Some months as high as 18%



Average Cost Per Click

- ▶ For the past 6 months the average cost per click has been only \$7.75
- ▶ Below average for the industry
- ▶ And below average for the region!
- ▶ How?
 - ▶ Continuous ad split testing
 - ▶ Strategic quality score improvement
 - ▶ Eliminating waste



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Benefit to the Dentist (Our Client)

- ▶ In the past 6 months:
 - ▶ 123 of 162 conversions have been phone calls
 - ▶ 75% of leads by phone
 - ▶ Client's preferred conversion type



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Cost Per Acquisition (CPA)

- ▶ Average CPA for past 6 months has been:

▶ **Just \$55**



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Client's Return on Investment

- ▶ Client is very happy, however, we don't have specific data regarding his profit
- ▶ But we know this client offers tooth straightening orthodontic services
- ▶ And from our conversations, he informed me some of his services cost in the range of \$12,000 - \$15,000
- ▶ So in a best case scenario, we're sending him high quality leads for \$55 and he's receiving \$15,000 in revenue
- ▶ That's an ROI of about 27,000%!
- ▶ As an online marketer with over 15 years experience:
 - ▶ **That's Amazing!**



[Click Here To Book a Call With Murray](#)

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- ▶ Click the “Book a Call” button below this video
- ▶ Speak with me (Murray)
- ▶ Let’s discuss your business & your goals
- ▶ And see if we can grow your revenues
- ▶ We don’t accept everyone



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