



**GREATDENTAL**  
WEBSITES

**PPC**

**Case**

**Study**

**How Paid Search Advertising Boosted  
Monthly Conversions for a Multi-Location  
Practice in a Large, Metro Market**

# Highlights



 **\$28.90 cost per lead across all three practices (industry average is \$50.91)**

 **Less than \$5 average cost per click across all three practices (Industry average is \$7)**

 **15-40 conversions added per month for each practice (3 total) at an average cost of \$39.83 per conversion**

## Monthly Reporting & Analysis

Our esteemed client owns and operates a group of three well-established, full-service dental practices in the greater Toronto, Canada area. With years of experience serving their individual communities, they have built a strong reputation for delivering exceptional dental care. While their level 3 SEO campaigns initially brought them considerable success in terms of online visibility and patient acquisition, they soon encountered a challenge in effectively filling their schedules for high-value services, such as dental implants, other dental restorations and Invisalign®. Seeking to address this issue, they sought the expertise of our marketing team to implement a paid search advertising campaign for each practice.



# Research and Analysis:



To ensure an effective paid search strategy, GDW's paid search team embarked on a comprehensive research and analysis process focused on the Toronto dental market. We delved into various aspects of the client's online presence and meticulously examined the paid search strategies employed by their competitors. Our team conducted extensive keyword research, carefully selecting service-relevant keywords with optimal performance metrics, including search volume, cost-per-click, competition, and relevance. Furthermore, we recommended a negative keyword strategy to eliminate irrelevant search terms and target the most valuable audience for the client.

In addition, we performed a thorough analysis of the client's competitors in the dental market, closely scrutinizing their paid search tactics. We dissected their ad copy, landing pages, bidding strategies, and target keywords. Through this examination, we identified dozens of effective keyword variations that could be used to effectively target dental implants, Invisalign®, and general dentistry searches for each practice. These keywords allowed us to target the clients desired services at a hyperlocal level, as we created specific campaigns for the surrounding neighborhoods of each practice.





## Recommendation:

After careful analysis and consultation with each of the client's three dental practices, it was determined that a level 2 Paid Search campaign would be the most effective approach to address their unique needs and objectives. Recognizing the importance of customization, our marketing team developed individually tailored paid search campaigns for each practice, meticulously crafted to target their specific audience and capitalize on their competitive advantages.

These campaigns encompassed a comprehensive range of strategies, including the creation of compelling and engaging custom ads that highlighted the distinct services and benefits offered by each practice. By leveraging persuasive ad copy and captivating visuals, we aimed to capture the attention of potential patients and compel them to take action.

Additionally, our team implemented strategic remarketing techniques to maximize conversions and capitalize on previous interactions. By tracking website visitors and engaging them with tailored ads as they continued their online journey, we aimed to enhance brand recall and increase the likelihood of converting leads into valuable patients.

Understanding the importance of segmentation and targeting, we designed up to three custom ad groups for each location, ensuring that the campaigns were optimized to reach the most relevant and receptive audience. By strategically grouping keywords and ads based on specific services or target demographics, we aimed to achieve maximum visibility and relevance, thereby driving quality traffic to each practice's website.

# Outcomes:



The outcomes of these paid search campaigns were highly encouraging for all three practices. Across all three locations, we achieved an impressive **average cost per lead of \$28.90**, underscoring the effectiveness of the implemented strategy in generating qualified leads from several different neighborhoods. The carefully curated paid search campaign proved instrumental in increasing the client's online visibility and enhancing lead generation. Over a 4 year period **an additional 15 to 40 conversions were added every month for each of the three locations**. These added conversions had a **remarkably low average cost of \$39.83**

By aligning our strategy with the unique needs and competitive landscape of the Toronto market, we delivered tangible results that have continuously impacted the client's bottom line over the past 4 years. Additionally, All three of the practices have witnessed remarkably low cost per clicks and cost per conversion rates. You can view this data for each individual location below:

## Location 1:

✓ Paid Search Campaign Length: October 2019- Present

💰 GDW and Google Recommended Monthly Spend: **\$900 to \$1200 per month**

**\$41,035**

Total Spend over  
43 months

**\$954**

Average Spend  
Per month

**\$4.66**

Avg CPC (cost per  
click)

**\$33.52**

Avg CPA (cost  
per acquisition/  
conversion)

## Location 2:

✓ Paid Search Campaign Length: October 2019- Present

💰 GDW and Google Recommended Monthly Spend: **\$900 to \$1200 per month**

**\$40,227**

Total Spend over  
43 months

**\$936**

Average Spend  
Per month

**\$2.34**

Avg CPC (cost per  
click)

**\$35.81**

Avg CPA (cost  
per acquisition/  
conversion)

## Location 3:

✓ Paid Search Campaign Length: February 2022- Present

💰 GDW and Google Recommended Monthly Spend: **\$900 to \$1200 per month**

**\$14,244**

Total Spend over  
43 months

**\$950**

Average Spend  
Per month

**\$3.12**

Avg CPC (cost per  
click)

**\$50.16**

Avg CPA (cost  
per acquisition/  
conversion)



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