

Dermatologist CASE STUDY

Dermatologist with Four Individual Locations Drives Massive Influx of Leads Using Google AdWords

OVERVIEW

Spark Factory was hired to professionally manage Google Ads for a dermatologist practice with four individual office locations along the entire east coast. The agency that handled their Google Ads before us did not allow the client nor us access to the account they had been using, which presented a challenge because we had no historical data to audit and improve upon.

So we started from scratch and conducted extensive keyword and market research to identify the optimal strategy for generating results. This research, coupled with general practice information and dermatology insights from the client, enabled us to construct strategic Google Ads content for all locations.

Once conversion tracking was implemented to measure inbound leads, we established our first full month's baseline performance as follows:

Total cost - \$10,706.69
Average cost-per-click - \$4.88
Total website clicks from ads - 2193
Total conversions (leads) - 162
Average cost-per-conversion - \$14.66
Conversion rate - 7.39%



- Renatta Fitzgerald Vice President, Marketing @ City Dermatology.

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APPROACH

Through our standard routine of professional account management and optimization process, we identified the first month's trending and applied that knowledge to the improvement of the account. After two more full months of account management, we closed the third month with the following results:

Total cost - \$10,715.42

Average cost-per-click - \$4.47

Total website clicks from ads - 2399

Total conversions (leads) - 256

Average cost-per-conversion - \$41.86

Conversion rate - 10.67%

Despite total account spend remaining relatively constant (only \$8.73 variance), and CPC decreasing by a small factor of \$0.41, clicks actually increased by 9.39%. This jump in ad clicks can be attributed to our refinement of the ad targeting and optimizing the ads to show to the exact right audience.

RESULTS



\$41.86

cost per
conversion



10.6%

conversion
rate



256

conversions
tracked across
all interactions

CONCLUSION

To transform quality content into quality leads, B2B brands need access to a premium, relevant audience to which content can be tested (and retested). Attribution is also crucial, giving marketers the ability to measure the 'virality' of their ads, and how it translates to the conversions they receive. Spark Factory has combined these elements to help countless Fortune 500 companies see marketing and business success.

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