

# 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.



We were able to achieve month over month growth beyond any previous agency. Spark Factory's conversion rates were more than double what other agencies produced, with a 30% less cost per acquisition.



"We've tried everything imaginable to grow our practice. Nothing compares to the results we've seen from Spark Factory. We are planning to open a new location to handle the influx of new patients."

**-Sarah P, Marketing Director**

## RESULTS

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:** \$21.93

**Total conversions (leads) :** 163

**Average cost-per-conversion :** \$14.66

**Conversion rate :** 7.39%

## 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:

### RESULTS



**\$41.86**

Average cost-per-click



**256**

Total conversions  
(leads)



**\$4.46**

Average  
cost-per-conversion



**10.67%**

Conversion rate

## 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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