

ELECTIVE HEALTHCARE - COSMETIC MEDICAL CLINIC

COMPANY CASE STUDY



- 7 Employees / 1 location - California
- \$6M annual revenue / Budget: \$10k-75k/month
- Google Ads Performance Max & Search:
Drive high-intent leads for consultations

★ **+334% Increase in leads**
& a 61% Drop in CPA
in just 60 days

Overview

The clinic had run Google Ads before, but was scaling spend aggressively without performance to match. Campaigns lacked segmentation by service line, creatives were too generic, and landing pages weren't aligned with ad intent. PMAX was eating budget & search was under-leveraged.

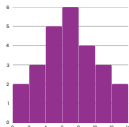
Objectives

- Lower Cost per Lead from \$327+ to below \$200
- Increase conversion volume & lead quality
- Create a new campaign structure and deploy high-intent ad copy to increase efficiency without increasing spend.

Outcome

Campaign	Impressions	CTR	Avg. CPC	Cost	Target Impressions	Search lost (budget)	Search lost (rank)	Bid strategy type	Conv. rate	Conv. value / cost	Conversions	Cost / conv.
Total: All enabled campaigns in your current view	17											
Maximize conversion value (Target ROAS)	19	1.55%	\$7.13	\$112,620.47	—	10.33%	80.14%		0.22%	1.32	593.75	\$189.68
February 2025	13	1.51%	\$5.66	\$14,969.31		11.76%	80.41%		0.18%	0.81	87.69	\$170.71
March 2025	19	1.18%	\$8.84	\$50,306.73		11.25%	78.44%		0.23%	1.41	263.41	\$190.98

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Total: All enabled campaigns in your current view	19			\$52,334.32								
Target ROAS	15	9.26%	\$13.89	\$23,256.95	—	0.39%	70.27%		8.93%	1.97	149.47	\$155.60
January 2025	13	9.07%	\$13.60	\$5,751.96		0.00%	69.62%		6.03%	1.30	25.50	\$225.57
February 2025	12	9.43%	\$12.97	\$4,332.46		0.00%	67.65%		10.48%	2.43	35.00	\$123.78



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The Strategy

1

Rebuilt campaigns with service-specific SKAGs. Rewrote RSA ads based on clinic treatment benefit keywords (i.e. "tighten skin without surgery").

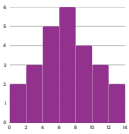
2

Paused non-converting searches and reallocated budget toward high-tent, low volume services.

3

Added call extensions with day-parting for receptionist. Added beauty & cosmetic related audience targeting in observation mode. Posted new ad copy based on trending topics.

"Dii Pooler increased our ROAS, CPAs dropped, and we finally understood how to scale both Search & PMax the right way. She didn't just manage the campaigns - she build a strategy that made everything work together."



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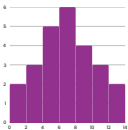
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"Dii turned completely turned our ad performance around . We're getting a lot more qualified leads, and the cost per consult has dropped dramatically."



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Segmented campaigns by treatment category to better align their budget and creatives. Created fresh assets: procedure memos, patient testimonials, life style before/afters.

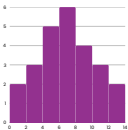
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Implemented conversion value rules prioritizing high-revenue treatments

3

Disabled final URL expansion and excluded blog/info pages. Synced with GA4 & switched to enhanced conversion for improved attribution.

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Post Campaign Wins

1

Built separate landing pages for each service with form + call CTA split test. Created asset libraries (video + image) with Canva & Adobe Premier pro to continuously refresh PMax Campaigns.

2

Set up offline conversion imports from clinic CRM to better align with booked consults. Clinic is now using lead scoring to prioritize follow-up.

3

PMax budget **scaled** 3X after hitting consistent ROAS > 1.4.

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