

## Overview

### Campaign Focus

Lead Generation/Patient Consultations

### Campaign Length

6 Months

### Objectives

Increase new patient consultations for implants and other cosmetic dentistry procedures.

### Products Utilized

- Google Search & Display
- Remarketing / Retargeting

## Results

### Impressions

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181,000

### Clicks

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2,224

### Conversions

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32

### Calls

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18

## Strategies & Solutions

- The client tasked us with growing new patient consultations with the primary focus on dental implants and periodontics. Our strategy team recommended a marketing campaign utilizing Google's Search & Display inventory. A secondary strategy was implemented at the 30 day mark to 'remarket/retarget' users that have shown interest from our campaign.
- Conversions included in this case study are CALLS, CONSULTATION FORM SUBMITS & CALENDLY BUTTON CLICKS to schedule an appointment.