

CASE STUDY

Online Advertising

Brand: Dentistry At The Crossing

How our team achieved **565 Quality Leads** in 2022



Online Advertising Approach for

We worked closely with the management team to establish clear goals, targeted services, and we worked to identify strengths and weaknesses. The Boost Marketing team performed an assessment of the brand and company in addition to conducting thorough market research. Through this partnership, we built a captivating website and highly targeted ads.

GOOGLE STRATEGY

Improved Keywords & Targeting

Our paid ads team used best practice tools and techniques to determine the best suited keywords and match types to drive leads.

Tracking and Converting

Drawing on years of experience Boost Marketing implemented our proven conversion tracking mechanisms. This helps precise spending with efficient results.

Copywriting and Match Types

We wrote captivating creative writing based on rigorous market research and selected the appropriate keyword matchings for phrases and terms to ensure a high degree of efficiency.

<input type="checkbox"/>	<input checked="" type="radio"/>	Keyword	Match type	Ad group	Status	Conversion:	Cost / conv.	Clicks	Impr.	CTR	Avg. CPC	↓ Cost	Conv. rate
<input type="checkbox"/>	<input checked="" type="radio"/>	[blurred]	Broad match	[blurred]	Eligible	5.00	CA\$53.58	81	1,656	4.89%	CA\$3.31	CA\$267.89	6.17%
<input type="checkbox"/>	<input checked="" type="radio"/>	[blurred]	Broad match	[blurred]	Eligible	6.00	CA\$37.15	60	1,758	3.41%	CA\$3.71	CA\$222.88	10.00%
<input type="checkbox"/>	<input checked="" type="radio"/>	[blurred]	Broad match	[blurred]	Eligible	8.00	CA\$27.35	58	1,128	5.14%	CA\$3.77	CA\$218.77	13.79%
<input type="checkbox"/>	<input checked="" type="radio"/>	[blurred]	Broad match	[blurred]	Eligible	1.00	CA\$126.66	20	684	2.92%	CA\$6.33	CA\$126.66	5.00%

Landing Page Solutions

After initial consultation, our team began building a high quality website based on industry research and client feedback. By creating a site with modern navigation and accurate information, we saw great success from our advertising campaigns and social media efforts.

Dentistry at the Crossing clients enjoyed easy online booking, informed web pages, and telephone access. By looking at Google Analytics, the team at Boost Marketing was able to tweak the website and landing pages as needed to increase engagement rates to nearly 90%.

Google Ad Results Post Launch

Once initial set-up was complete, we began testing and adjusting the live ads. After the standard 90-day mark, Boost Marketing was able to deliver one lead per day at industry leading cost per lead metrics. Results vary depending on industry, service types, and budget*

Relying on the Data

We rely heavily on Google Analytics and other data analysis tools to build web and advertising success. We take no action without referring to the data first and that is why all our clients have seen positive results. We will close with a few more key stats for Dentistry at the crossing 2022.

2022 Ad Performance

565

Total Conversions



\$3.30 CPC

Aprx 50% lower than the industry average \$7.14.

126k

Impressions



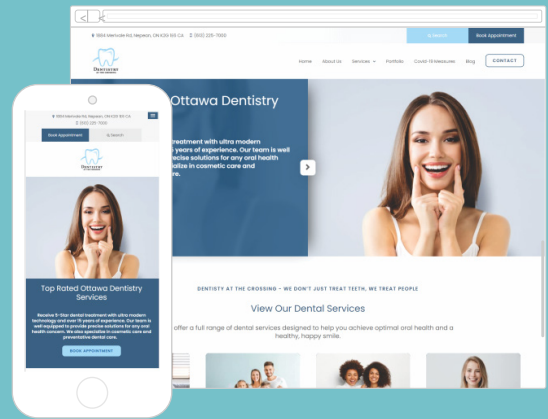
\$31.74 Cost/Conv

Aprx 350% lower than the industry average of \$121.40 Cost/Conv.

10.41%

Conversion Rate

Visit Website



Google Analytics Monthly Snapshot

The website saw a very healthy flow of Users based on marketing spend and live campaigns, drawing in 588 unique users in March 2022.

The Engagement Rate on the site was an outstanding 90.44%. Meaning that nearly every unique visitor engaged and took action after landing on the site from ads.

Engagement Duration was healthy at nearly one-minute per session, which means users who engaged stayed on site for nearly 1-minute.

