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Google Ads Case Study: Boosting Online Appointment:



Embraceorthodontics.in

Industry: Healthcare / Dental Clinic / B2C

Learn how we helped a client - Embrace Orthodontics™ offers state-of-the-art treatment for Teeth Straightening and Smile Makeovers



Campaign Objectives

1 Increase Reach

Reaching and engaging potential customers with targeted ads

2 Brand Awareness

Build brand awareness by reaching a wide audience and increasing visibility in the market

3 Lead Generation

Generate high-quality leads / Appointments by capturing user information and driving them to take clinic

Targeted Ads

Demographics

- Age: 18 - 65+
- Gender: Male and Female

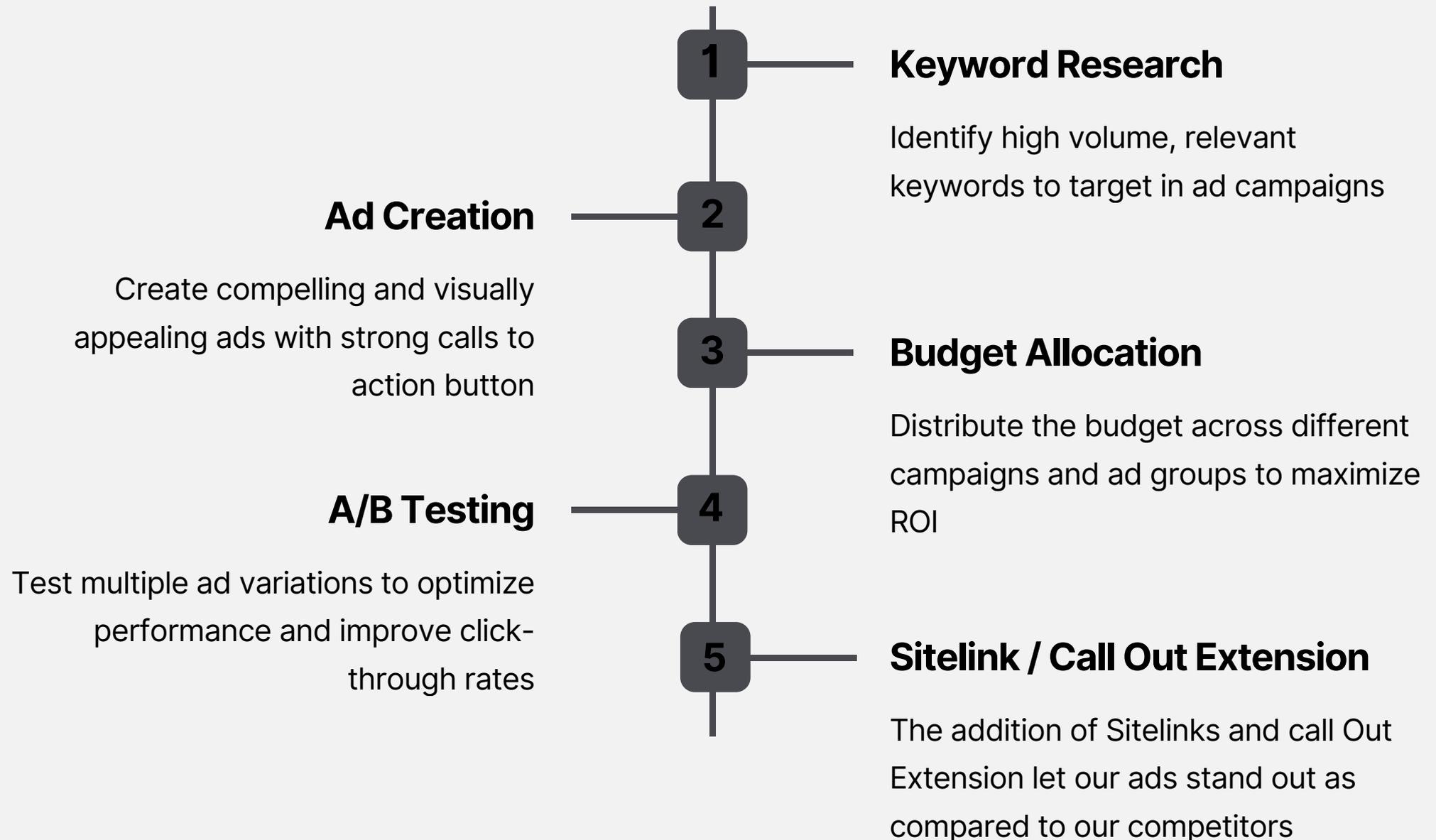
Interests

- Health
- Teeth
- Dental Problems
- Website Visitors

Target Locations

- Mumbai
- Western Suburb

Campaign Strategy





Ad Formats and Placements

Text Ads:

Displayed alongside search results and on relevant websites within the Google Display Network.

Image Ads:

Engaging visual ads that appear on the Google Display Network and partner websites.

Video Ads:

Engage users with compelling video content on YouTube and Google partner sites.

Responsive Ads:

Automatically adjust size, format, and appearance to fit available ad spaces.

Performance Metrics

Metric	Definition
Click-Through Rate (CTR)	The percentage of users who click on an ad after seeing it.
Conversion Rate	The percentage of users who complete a desired action, such as a purchase or sign-up.
Cost Per Click (CPC)	The average amount spent per click on an ad.
Return on Ad Spend (ROAS)	The revenue generated for every dollar spent on advertising.

Results and Metrics

The strategy resulted in significant improvements in our client's online visibility, and reach, and in generating quality leads / appointment which converted



Impressions

In the last 3 Months, we have achieved more than a 10K Impressions



CTR

Industry CTR is around 2%, But we have managed to achieve a CTR of 7.10%



Leads / Appointments

Our Campaigns has attracted more than 45+ Leads over a period of 3 Months



Conclusions

Our targeted Google Ads campaign for Embrace Orthodontics in the western suburbs of Mumbai has yielded remarkable results in promoting specialized orthodontic services. By strategically tailoring our approach to the local audience, we successfully increased visibility and engagement within the targeted region. The campaign not only attracted a surge in inquiries but also significantly enhanced Embrace Orthodontics' online presence in the specified geographic area. As we assess the campaign's impact, it's evident that our focused strategy has effectively positioned Embrace Orthodontics as a trusted choice for orthodontic care in the western suburbs. Looking ahead, we are committed to refining our local targeting strategies to ensure continued success and sustained growth in this specific market.