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Google Ads Case Study: Boosting Online Appointments: Urspinedoctor.co.in

Industry: Hospital / Clinic / B2C

Learn how we helped a client - Spine Surgeon in Mumbai and Navi Mumbai beat their competition and attract good volume of leads or appointment



Dr. Raghuprasad
Varma

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: 24 - 65+
- Gender: Male and Female

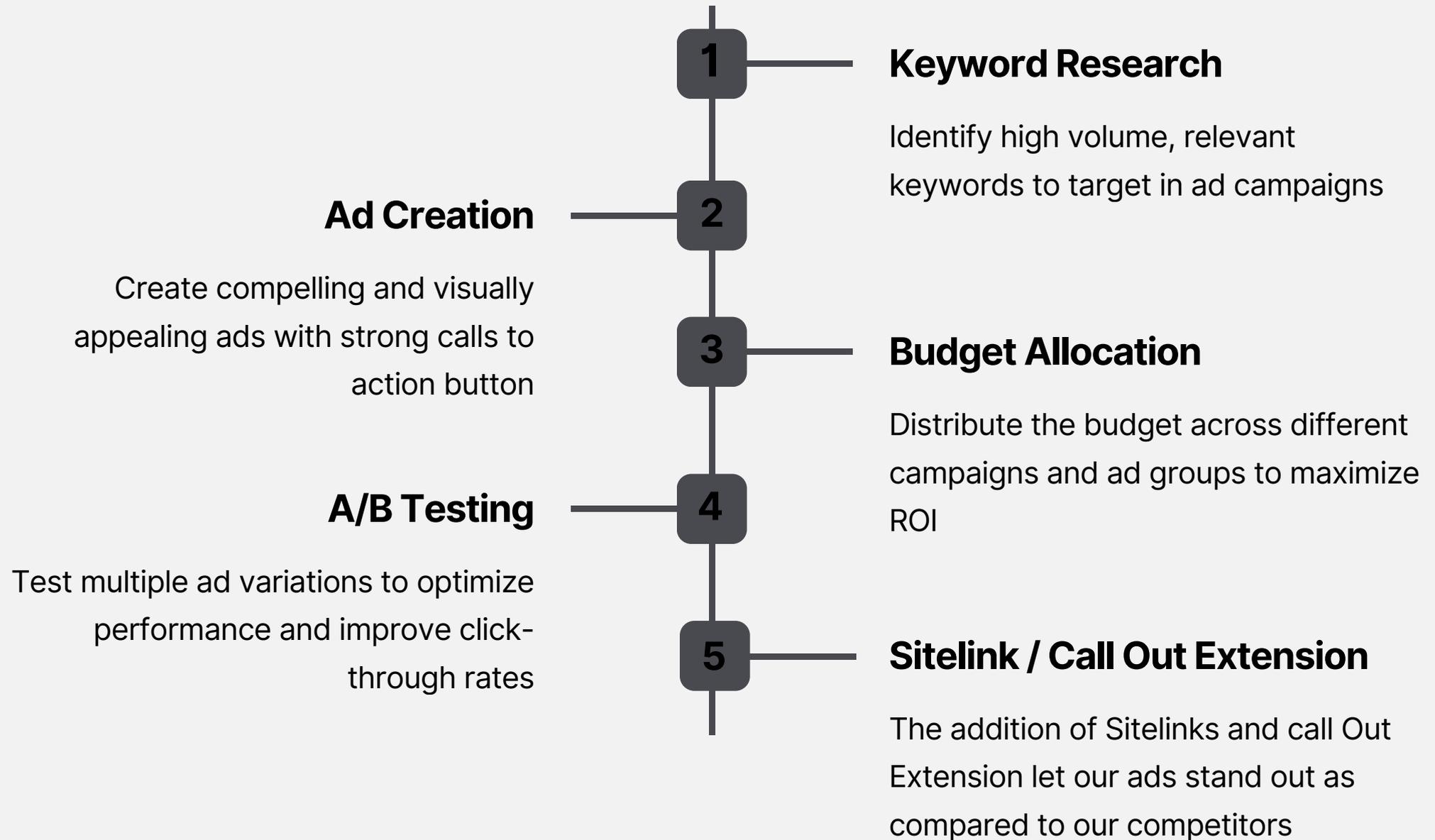
Interests

- Health
- Hospitals
- Spine Related
- Website Visitors

Target Locations

- Mumbai
- Navi Mumbai

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 12 Months, we have achieved more than a 1L Impressions



CTR

Industry CTR is around 2%, But we have managed to achieve a CTR of 10.77%



Leads / Appointments

Our Campaigns has attracted more than 700+ Leads over a period of 12 Months



Conclusions

Our Google Ads campaign for the esteemed Dr. Raghuprasad Varma - Spine Surgeon in Mumbai and Navi Mumbai has been instrumental in amplifying online visibility and connecting with individuals seeking expert spinal care. By strategically targeting relevant keywords and leveraging compelling ad content, we successfully reached a wide audience. The campaign not only generated increased traffic to the surgeon's services but also contributed to a growth in inquiries and appointments. As we analyze the campaign's impact, it is evident that our digital strategy has effectively positioned the Ur Spine Doctor Website as a trusted authority in spinal healthcare. Looking forward, we are committed to refining our approach to continuously enhance our client's online presence and facilitate accessibility to unparalleled expertise.