

MORE LEADS, LOWER COST PER LEAD

ABOUT GROVE DENTAL ASSOCIATES

Grove Dental is a family dental practice with four locations in the Chicago suburbs. The organization retained Straight North to create and manage a PPC campaign to attract new patients and increase appointments for its various dental services.



STRATEGY

- Decrease costs over time by improving clickthrough rate (CTR) and conversion rate.
- Emphasize granularity to attract the most relevant users.

KEY TACTICS

- Created and implemented several custom microsites with specific landing pages correlated to PPC ad groups. This significantly increased conversion rate and total number of leads.
- Continually improved CTR and conversion rate, and reduced cost per lead (CPL), by qualifying traffic better at the ad level.

RESULTS

LEADS UP 300%

Our campaign gave Grove Dental's staff a lot of work to sink their teeth into, by generating an increase in PPC leads of 294.59 percent.

AMAZING FACT

COST PER LEAD DOWN 86%

While tripling the number of PPC leads, our campaign reduced CPL 86.04%, with significant positive impact on the client's earnings.

"I'm impressed by the detail in Straight North's reporting. They let us see all the work that's been done, and are very up front about stating results and suggesting ways to improve them. Our PPC work is in very good hands."

Darla Scheidt, Director of Marketing
GROVE DENTAL ASSOCIATES



STRAIGHTNORTH
Make every click count.®