

Multiple Locations, Continual Improvements

LOCAL FAMILY DENTAL PRACTICES



“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

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 micro-sites with specific landing pages correlated to Paid Advertising 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.

- ▶ Total Paid Advertising leads up **294%**
- ▶ Campaign produced a drop in CPL of **86%**



What type of appointment would you like to schedule?

Emergency Exam ✓

Choose your insurance

No Insurance

Choose carrier and plan



STRAIGHTNORTH
Make every click count.®