

Google Ads Case Study

With a targeted PPC strategy, we helped this med spa increase conversions in a highly competitive market.



BUSINESS OVERVIEW

The client is a medical spa offering services such as hormone therapy, weight loss programs, thyroid treatment, and aesthetic wellness services.

OUR STRATEGY

Google Ads Campaign Optimization

- Rebuilt campaign structure using high-intent search campaigns and targeted ad groups
- Refined keyword targeting to focus on service-specific and conversion-driven queries

Conversion Rate Optimization

- Improved ad copy to align with user intent and increase click-through rates
- Optimized landing experiences to drive more call-based conversions

Performance Scaling

- Allocated budget toward top-performing campaigns

CHALLENGE & OBJECTIVE

The existing Google Ads account lacked structure, optimization, and efficiency. Campaigns were underperforming, leading to higher costs per lead and missed conversions.

THE RESULTS

31%

Decrease in CPA

48%

Increase in Conversions

CONCLUSION

With a refined Google Ads strategy and ongoing optimization, the med spa significantly improved lead volume while lowering acquisition costs. The campaign is now consistently generating high-quality call leads, positioning the business for scalable growth in a competitive market.



"The new campaigns are bringing in consistent leads at a lower cost, and the process has been seamless from start to finish."