

Paid Media Ads Case Study

Google Search Ads for Aesthetic Clinic



Client Information

- The client's business offers hair transplant and aesthetic services.
- The client wants to increase appointment requests and inquiries.
- They service customers in Singapore.
- We started managing the campaigns last August 2019.
- Monthly budget is \$1,800.

Initial Findings

- Client previously worked with a freelance specialist for their digital marketing. However, black hat activity were detected which resulted to the site being penalized.
- Website contains an Appointments page. However, we will be using the homepage as the landing page since Appointments page does not have enough information on the business to be an effective landing page for the ads.
- The Contact Us page does not have a Thank You page so we will only be tracking the number of visits to this page.

Campaign Setup

- The campaigns were segmented between Hair Transplant, Competitors, FUE Hair Transplant, Brand, Face, and Body & Tattoo Removal and Coolsculpting.

Campaign	Ad Group
SN_SG: Hair Transplant	txt: Hair Transplant (Generic)
SN_SG: Competitors	txt: Competitors
SN_SG: FUE Hair Transplant	txt: FUE Hair Transplant
SN_SG: Brand	txt: Freia Medical
SN_SG: Face	txt: Ulthera
	txt: Threadlift
SN_SG: Body & Tattoo Removal	txt: Laser Tattoo Removal

Campaign Setup

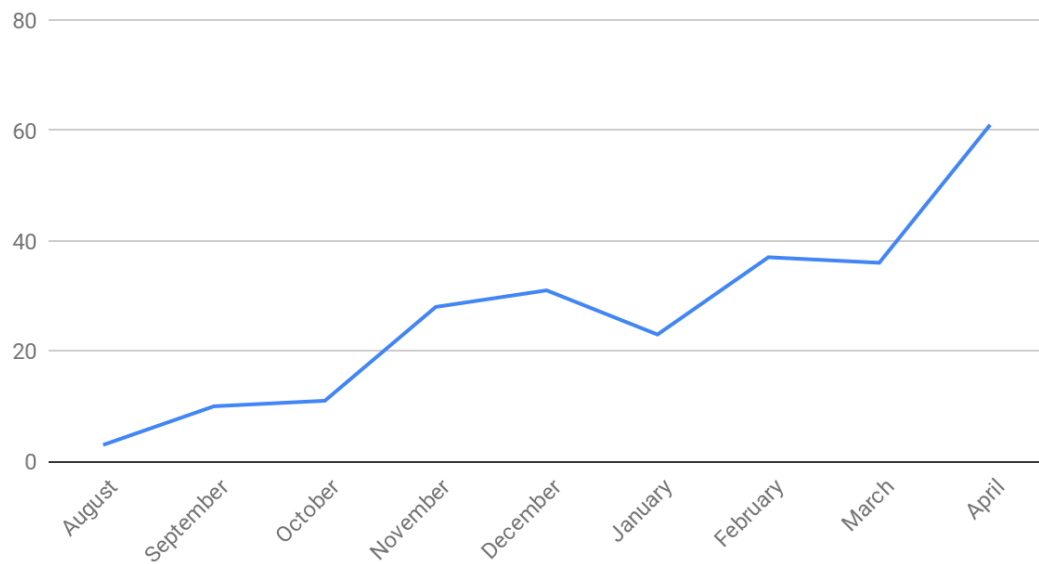
- We initially used Manual CPC bidding strategy to have higher control of our bids for all campaigns then switched to Maximize Clicks for Body & Tattoo Removal, Face, FUE Hair Transplant, Brand, and Coolsculpting to increase clicks.
- 2 sets of Expanded Text Ads were added per ad group.
- Callouts, Sitelinks, Structured Snippets, and Location Extension were implemented on the ads

Optimizations

- Keywords unrelated to the business have been added as negative keywords including: DIY, ebay, films, graphic, hack, how to, etc. Including countries outside of Singapore.
- Aside from Appointment Requests and Contact Us page visits, we tracked other micro conversions using GTM including: Book An Appointment Clicks and Phone Clicks. This helped us get more insights on which campaigns and keywords are generating the best quality traffic including.
- We had disapproved ads last December 2019 due to Google Ads' policy. After eliminating the medical terms and changing the landing page to the home page, the ads ran again and we generated more Appointment Requests.

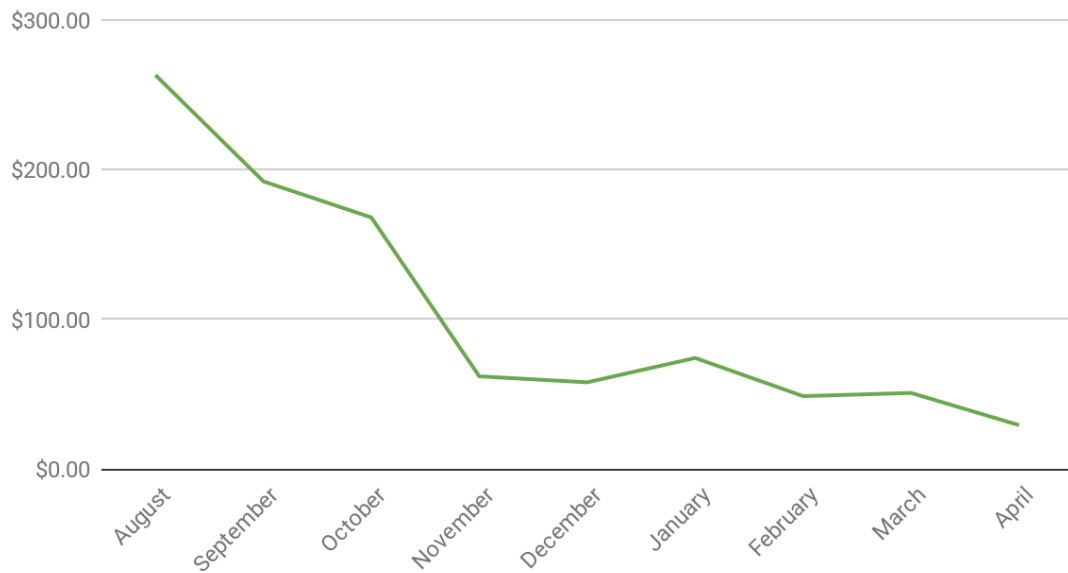
Performance

Conversion Performance



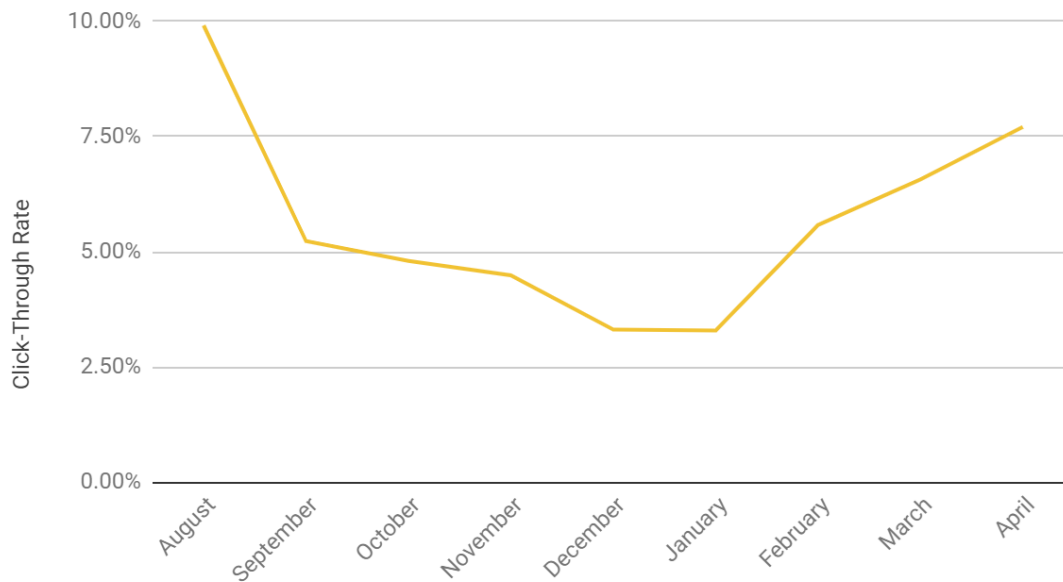
Performance

Cost Per Conversion



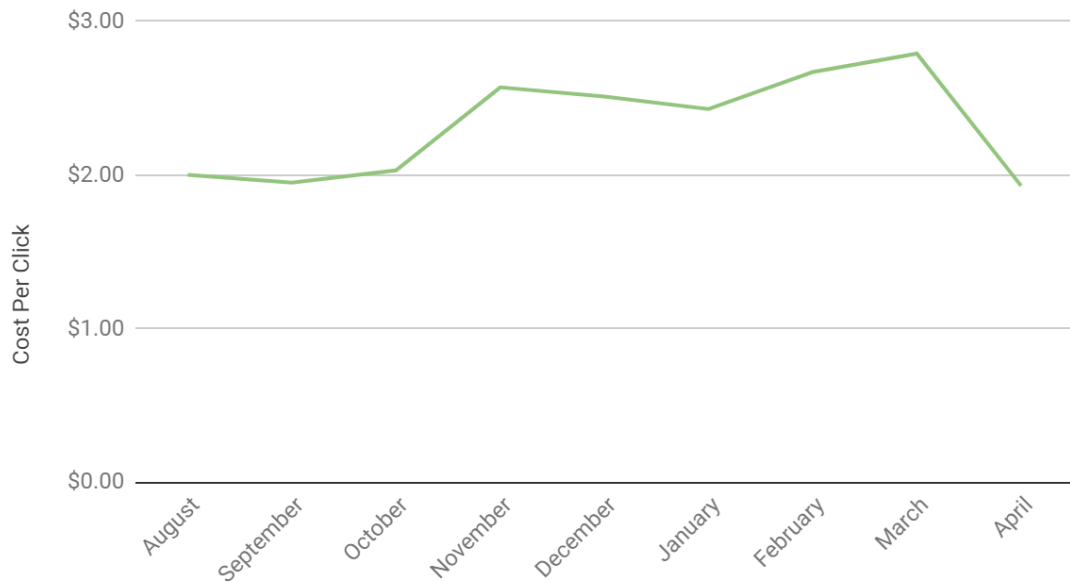
Performance

Click-Through Rate



Performance

Cost Per Click



Results Summary

- After 6 months, monthly visits to the Contact Us page and Appointment Requests **increased by 667%** compare to the first month results.
- Since we were able to eventually track more conversion actions on the website, our average cost per conversion also **went down by 88.83%**.
- The peak average CTR performance reached as high as 9.91% which is **over 3 times higher than industry standards**.
- Average CPC became higher by SGD0.79, after placing some campaigns under the Maximize Clicks bidding strategy, which helped **increase the visibility of the ads** by getting them above Google's organic search results. We were eventually able to pull back the CPC with further bid adjustments while maintaining the improved ad rank.