CASE STUDY

GOOGLE ADS

Increasing Leads by 225% and Cutting Costs by 31% for a Psychiatry Hospital



Psychiatry Hospital

OVERVIEW

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The client is a leading provider of psychiatry treatment services located in Colorado, United States. They offer comprehensive psychiatric care to clients throughout Colorado, delivering top-tier treatment options. Despite their excellent reputation, they faced a significant challenge: generating high-quality leads while keeping the cost per conversion as low as possible.

ABOUT THE CLIENT

The client specializes in providing psychiatry treatment across Colorado.

PROBLEM STATEMENT

The client needed to generate quality leads within a strict budget. The key challenge was optimizing their Google Ads campaigns to achieve a lower cost per lead (CPL) while maintaining a consistent volume and high quality of leads.

GOALS

The project spanned 2 years, with the primary goal being to increase the number of qualified leads while keeping the CPL low to support business growth.



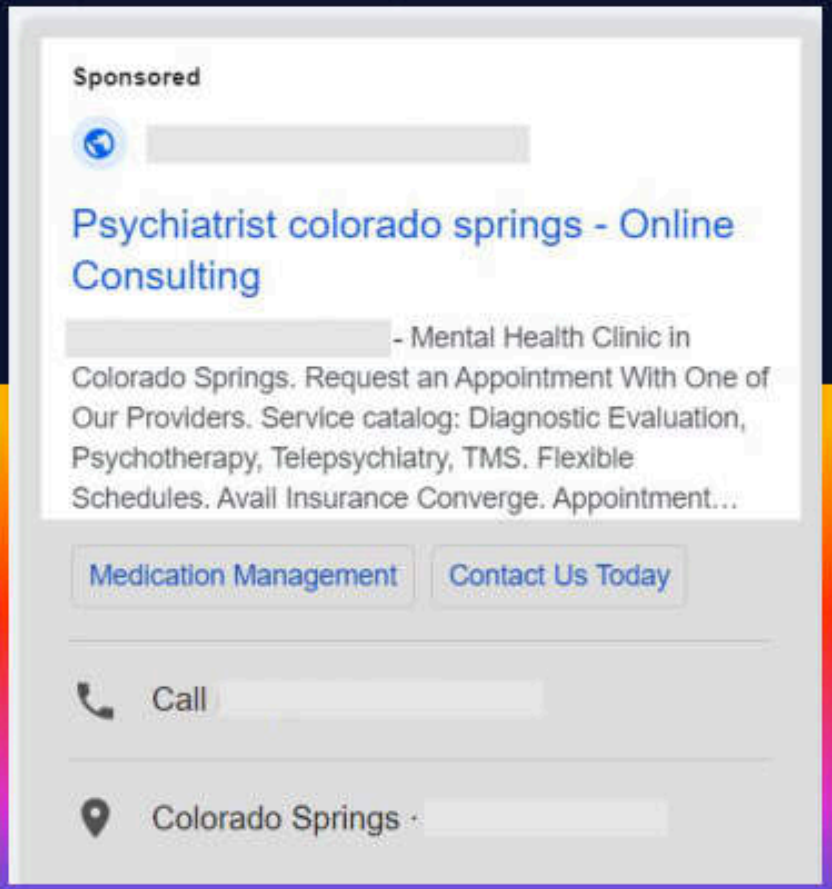


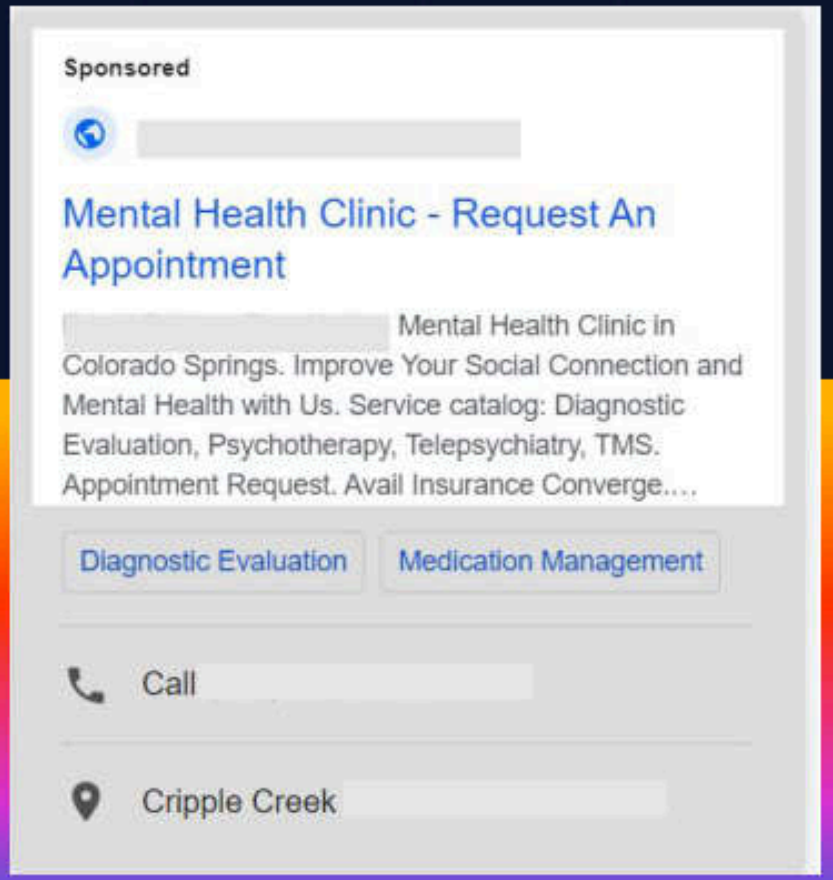
STRATEGY

To optimize the Google Ads campaigns for this psychiatry treatment provider, we created targeted search and call campaigns focusing on relevant keywords and audience segments. Initial general optimizations showed promise but required further refinement. A detailed analysis of services and audience behavior led to strategic adjustments, which significantly enhanced lead quality.

BEST PERFORMING ADS

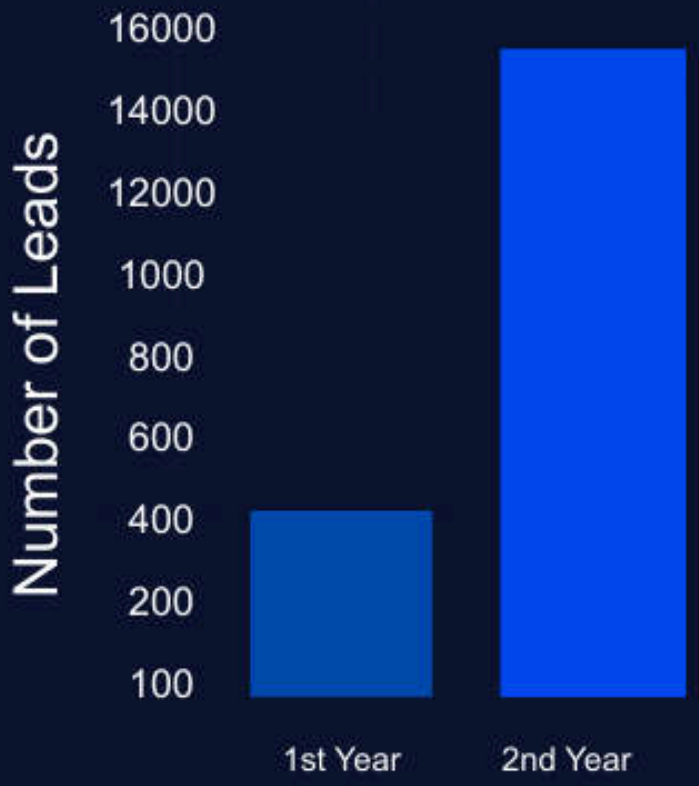
The best-performing ad featured high engagement, with compelling calls to action such as "Apply Now." It was optimized for visibility and engagement, which significantly contributed to overall lead generation and reduced the CPL.





DETAILED RESULTS

The campaign achieved a click-through rate (CTR) of 8.24% and a cost per click (CPC) of $4.38, with a total expenditure of $49,662. Over the project's duration, 3,286 leads were generated. The CPL improved significantly, decreasing from $17 in the first year to $11 in the second year.



Budget: $4,500 Per Month
Location: Colorado, United States

FINAL OUTCOME

Through strategic optimization and continuous monitoring, we helped the client increase the quality of their leads while reducing conversion costs. Implementing automated bidding strategies and incorporating client insights were crucial to this success.

CONCLUSION

We also implemented traffic campaigns aimed at generating quality leads with a lower CPL. Various bidding strategies and ad types were tested to optimize performance and ensure a steady flow of leads to the business. This project underscores the importance of understanding the target audience and making data-driven adjustments for effective Google Ads management.

