

Veterinary Clinic - Case Study

Service: Veterinary Clinic

Goal: Calls and Appointment Bookings

I got this account at the end of December 2024, and its performance was awful as their results were significantly down. Since I was already managing accounts for vet clinics and hospitals with a much lower cost per conversion, I knew there was an issue with their account.

So, I conducted an audit of the entire account and found that the structure was poorly set up, indicating that someone unprofessional was managing it. Here are some major issues I identified:

- Their location settings were incorrect. Although their target locations were different cities in CA and AZ, and it was selected, they had chosen the wrong option, 'Presence or interest' instead of just 'Presence.' This meant that if someone from the UK searched for a pet clinic in California, the ad would still be shown to them, effectively targeting the whole world instead of just specific locations. This one mistake alone was wasting a significant portion of their budget.
- They had not turned off automatic recommendations, allowing Google to make changes automatically, which negatively impacted the account.
- They were using broad match keywords, leading to a large number of irrelevant search terms and further wasting their budget.
- Their campaign segmentation was poor, despite having a good budget.

These and other issues were severely affecting their performance

My Strategy

I worked on the account from scratch, selecting the best performing keywords from their previous campaigns.

Since the client had multiple locations, I created separate campaigns for each location and multiple ad groups within each campaign.

As the client offered many services, including vaccination, preventive care, dental care, spay and neuter services, surgery, lab tests, anesthesia, laser therapy, and more for pets and dogs, I structured the campaigns accordingly.

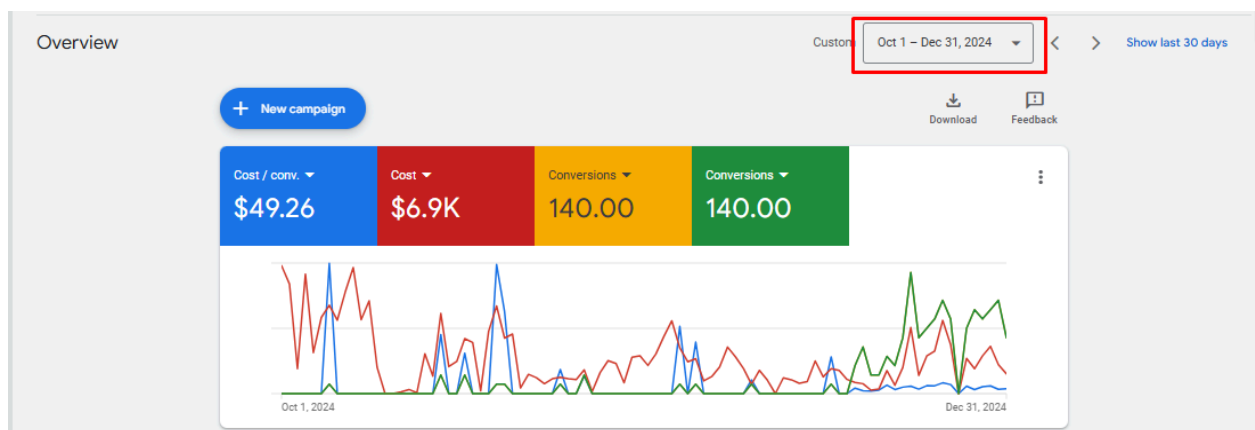
I set up both Search and Local Performance Max campaigns to attract high intent users and local customers to their clinic. Additionally, I allocated the budget strategically based on the services the client wanted to prioritize.

So far, I have been managing this account, and due to these strategies, the results have been outstanding, and the client is extremely happy with the performance.

Result

- The cost per conversion has significantly reduced from \$49.26 to just \$7.19, indicating a much more efficient campaign.
- The total spend increased from \$6.9K to \$16.5K, showing that more budget was allocated.
- Despite the budget increase, efficiency improved significantly, leading to better returns.
- Conversions skyrocketed from 140 to 2,290, demonstrating the effectiveness of the new campaign structure

Before



After

