



Dental Practice

Case Study



Dental Practice

Local Business Marketing Solutions Case Study

Budget: **\$600 / mo**

Publisher: **Facebook Ads**

Data: **4 months**

Objective: **Lead Generation**

They wanted to focus primarily on high-end prospects, trying to generate leads for their "new teeth in a day" procedure (a \$15K+ service). We agreed on a target CPL of just \$15. After a few months and 238 leads, we produced a \$9.16 CPL.

Assets and Audiences

We recommended that this dental practice invest in custom videos to showcase their procedure and office. They ended up getting multiple videos done for top-, middle-, and bottom-of-funnel audiences. We were excited to get started.

We wanted to make sure these video ads generated a lot of social proof to attract enough attention for users to watch through to the end. We ran engagement and video view campaigns to boost the comments, likes, and shares on the video ads. Then we used the same ads in a conversion campaign to generate leads.

In each campaign we cross-tested two videos and two variations of copy. This allowed us to run A/B tests with four different ad combinations per campaign.

Since the business was local, we had to avoid over-saturating the audiences. We were still able to create 11 prospecting and 5 retargeting audiences, though. For the retargeting, we included people who engaged with the Facebook ads, Instagram ads, and the main website to make sure we collected as many users as possible.

Launching Campaigns

We enabled our new campaigns with a \$600/mo budget, testing 14 ad sets with four ads within each ad set. We were able to spend \$620 during the first month, generating 41 leads at a \$15.12 CPL, almost right on the money.

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Campaigns 2 selected Ad Sets for 2 Campaigns Ads for 2 Campaigns																	
Create Export Columns: Custom Breakdown																	
Name	%	Results	Reach	Frequency	Cost per Result	Budget	Amount Spent	Impressions	CPM (Cost per 1,000 Impressions)	Link Clicks	CPC (Cost per Link Click)	CTR (Link Click-Through)	Clicks (All)	CTR (All)	CPC (All)	Lead	Cost per Lead
> 25-65 physical fitness refined		23 Lead	14,908	2.27	\$11.36 Per Lead	Using cam...	\$261.38	33,894	\$7.71	442	\$0.59	1.30%	1,205	3.56%	\$0.22	23	\$11.36
> 41-50 broad		7 Lead	9,736	1.97	\$20.19 Per Lead	Using cam...	\$141.36	19,180	\$7.37	214	\$0.66	1.12%	595	3.10%	\$0.24	7	\$20.19
> 26-65 Health & wellness		7 Lead	7,168	2.06	\$16.41 Per Lead	Using cam...	\$114.86	14,740	\$7.79	181	\$0.63	1.23%	539	3.66%	\$0.21	7	\$16.41
> 25-65 tooth stacked		2 Lead	5,218	2.18	\$39.28 Per Lead	Using cam...	\$78.56	11,398	\$6.89	127	\$0.62	1.11%	360	3.16%	\$0.22	2	\$39.28
> 26-65 Lookalike (US, 2%) - 90 day FB ppe		2 Lead	2,075	1.31	\$11.98 Per Lead	Using cam...	\$23.95	2,709	\$8.84	31	\$0.77	1.14%	90	3.32%	\$0.27	2	\$11.98
> 45-64 education filtered		Lead	—	—	Per Lead	Using cam...	\$0.00	—	—	—	—	—	—	—	—	—	—
> 61-64		Lead	—	—	Per Lead	Using cam...	\$0.00	—	—	—	—	—	—	—	—	—	—
> 51-60 broad		Lead	—	—	Per Lead	Using cam...	\$0.00	—	—	—	—	—	—	—	—	—	—
> 41-50 broad		Lead	—	—	Per Lead	Using cam...	\$0.00	—	—	—	—	—	—	—	—	—	—
> 30-40 broad		Lead	—	—	Per Lead	Using cam...	\$0.00	—	—	—	—	—	—	—	—	—	—
> ALL RETARGETING		Lead	—	—	Per Lead	Using cam...	\$0.00	—	—	—	—	—	—	—	—	—	—
> Results from 14 ad sets		41 Lead	31,336 People	2.61 Per Person	\$15.12 Per Lead		\$620.11 Total Spent	81,921 Total Per 1,000 Im...	\$7.57	995 Total	\$0.62 Per Action	1.21% Per Impres...	2,789 Total Per Impres...	3.40% Per Click	\$0.22	41 Total	\$15.12 Per Action

Initial Optimizations

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Name	%	Results	Reach	Frequency	Cost per Result	Budget	Amount Spent	Impressions	CPM (Cost per 1,000 Impressions)	Link Clicks	CPC (Cost per Link Click)	CTR (Link Click-Through)	Clicks (All)	CTR (All)	CPC (All)	Lead	Cost per Lead
> 41-50 broad		22 Lead	10,219	1.98	\$7.09 Per Lead	Using cam...	\$155.89	20,196	\$7.72	214	\$0.73	1.06%	665	3.29%	\$0.23	22	\$7.09
> 25-65 physical fitness refined		14 Lead	12,912	2.34	\$18.18 Per Lead	Using cam...	\$254.54	30,277	\$8.41	369	\$0.69	1.22%	1,098	3.63%	\$0.23	14	\$18.18
> 25-65 tooth stacked		6 Lead	1,085	1.34	\$1.54 Per Lead	Using cam...	\$9.22	1,451	\$6.35	8	\$1.15	0.55%	35	2.41%	\$0.26	6	\$1.54
> ALL RETARGETING		2 Lead	2,726	2.04	\$24.65 Per Lead	Using cam...	\$49.29	5,565	\$8.86	70	\$0.70	1.26%	236	4.24%	\$0.21	2	\$24.65
> 26-65 Health & wellness		2 Lead	6,366	1.82	\$47.71 Per Lead	Using cam...	\$95.41	11,611	\$8.22	118	\$0.81	1.02%	374	3.22%	\$0.26	2	\$47.71
> 26-65 Lookalike (US, 2%) - 90 day FB ppe		1 Lead	2,948	1.38	\$35.93 Per Lead	Using cam...	\$35.93	4,065	\$8.84	41	\$0.88	1.01%	133	3.27%	\$0.27	1	\$35.93
> 45-64 education filtered		Lead	—	—	Per Lead	Using cam...	\$0.00	—	—	—	—	—	—	—	—	—	—
> 61-64		Lead	—	—	Per Lead	Using cam...	\$0.00	—	—	—	—	—	—	—	—	—	—
> 51-60 broad		Lead	—	—	Per Lead	Using cam...	\$0.00	—	—	—	—	—	—	—	—	—	—
> 41-50 broad		Lead	—	—	Per Lead	Using cam...	\$0.00	—	—	—	—	—	—	—	—	—	—
> 30-40 broad		Lead	—	—	Per Lead	Using cam...	\$0.00	—	—	—	—	—	—	—	—	—	—
> Results from 14 ad sets		47 Lead	27,808 People	2.63 Per Person	\$12.77 Per Lead		\$600.28 Total Spent	73,165 Total Per 1,000 Im...	\$8.20	820 Total	\$0.73 Per Action	1.12% Per Impres...	2,541 Total Per Impres...	3.47% Per Click	\$0.24	47 Total	\$12.77 Per Action

After a great start, we were able to optimize the campaigns with the initial data we gathered. These optimizations brought the CPL down to \$12.77. This decrease in CPL enabled us to generate more leads without increasing their budget (see below).

Spreading Our Wings

Over the next couple months, we spent \$1,373 using the SAME video content! We were so excited our audience setup helped us avoid saturating the audiences with too many ad impressions. We were able to pull the CPL down even further to \$9.16, which surpassed the original goal of \$15 by a comfortable margin. Since the spend had remained consistent, our lead volume was also up during this time.

Ad Sets [Switch to previous version](#) 2... Oct 1, 2019 - Nov 30, 2019 Updated just now [Learn More](#)

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Search or add filters

Campaigns 2 selected **Ad Sets for 2 Campaigns** Ads for 2 Campaigns

Create Export ... Columns: Custom Breakdown

Name	Results	Reach	Frequency	Cost per Result	Budget	Amount Spent	Impressions	CPM (Cost per 1,000 Impressions)	Link Clicks	CPC (Cost per Link Click)	CTR (Link Click-Through)	Clicks (All)	CTR (All)	CPC (All)	Lead	Cost per Lead
51-60 broad	46 Lead	5,562	2.21	\$6.67 Per Lead	Using cam...	\$306.59	12,277	\$24.97	313	\$0.98	2.55%	781	6.36%	\$0.39	46	\$6.67
41-50 broad	25 Lead	5,404	2.35	\$8.11 Per Lead	Using cam...	\$202.65	12,703	\$15.95	176	\$1.15	1.39%	500	3.94%	\$0.41	25	\$8.11
45-64 education filtered	23 Lead	3,133	1.89	\$6.04 Per Lead	Using cam...	\$138.89	5,920	\$23.46	151	\$0.92	2.55%	370	6.25%	\$0.38	23	\$6.04
30-40 broad	17 Lead	4,692	2.30	\$7.39 Per Lead	Using cam...	\$125.55	10,808	\$11.62	100	\$1.26	0.93%	294	2.72%	\$0.43	17	\$7.39
61-64	15 Lead	1,391	2.05	\$5.78 Per Lead	Using cam...	\$86.71	2,847	\$30.46	101	\$0.86	3.55%	235	8.25%	\$0.37	15	\$5.78
25-65 physical fitness refined	8 Lead	9,702	2.12	\$21.15 Per Lead	Using cam...	\$169.22	20,533	\$8.24	231	\$0.73	1.13%	706	3.44%	\$0.24	8	\$21.15
41-50 broad	7 Lead	8,054	1.96	\$16.25 Per Lead	Using cam...	\$113.75	15,791	\$7.20	146	\$0.78	0.92%	407	2.58%	\$0.28	7	\$16.25
ALL RETARGETING	6 Lead	4,330	3.09	\$17.93 Per Lead	Using cam...	\$107.56	13,375	\$8.04	183	\$0.59	1.37%	480	3.59%	\$0.22	6	\$17.93
26-65 Health & wellness	1 Lead	5,186	1.51	\$65.40 Per Lead	Using cam...	\$65.40	7,817	\$8.37	73	\$0.90	0.93%	218	2.79%	\$0.30	1	\$65.40
30-40 broad	1 Lead	3,744	1.68	\$32.85 Per Lead	Using cam...	\$32.85	6,294	\$5.22	51	\$0.64	0.81%	186	2.96%	\$0.18	1	\$32.85
26-65 Lookalike (US, 2%) - 90 day FB ppe	1 Lead	2,128	1.38	\$22.72 Per Lead	Using cam...	\$22.72	2,936	\$7.74	34	\$0.67	1.16%	94	3.20%	\$0.24	1	\$22.72
Results from 14 ad sets	150 Lead	41,904 People	2.66 Per Person	\$9.16 Per Lead		\$1,373.77 Total Spent	111,543 Total Per 1,000 Im...	\$12.32	1,562 Total	\$0.88 Per Action	1.40% Per Impress...	4,279 Total Per Impress...	3.84% Per Click	\$0.32 Per Click	150 Total	\$9.16 Per Action



\$600 / mo

Ad spend



238 Leads

Form submissions



39% Drop

In cost per lead

Facebook Ads Deliverables

- ✓ Competitor research
- ✓ Detailed conversion tracking
- ✓ Detailed ad extensions
- ✓ Custom audience creation
- ✓ Ad placement optimization
- ✓ Campaign budget updates
- ✓ Geo-targeting & day-parting
- ✓ Audience targeting updates
- ✓ Lookalike audience setup
- ✓ Live performance dashboard
- ✓ Retargeting audiences
- ✓ Ad copy and creative tests
- ✓ Bidding optimizations
- ✓ Call tracking monitoring

Campaign Management

Feel free to reach out anytime if you have questions. We are ready to help.

Contact Us Today