

DENTAL CARE

LEAD GENERATION CASE STUDY

OCTOBER 2025

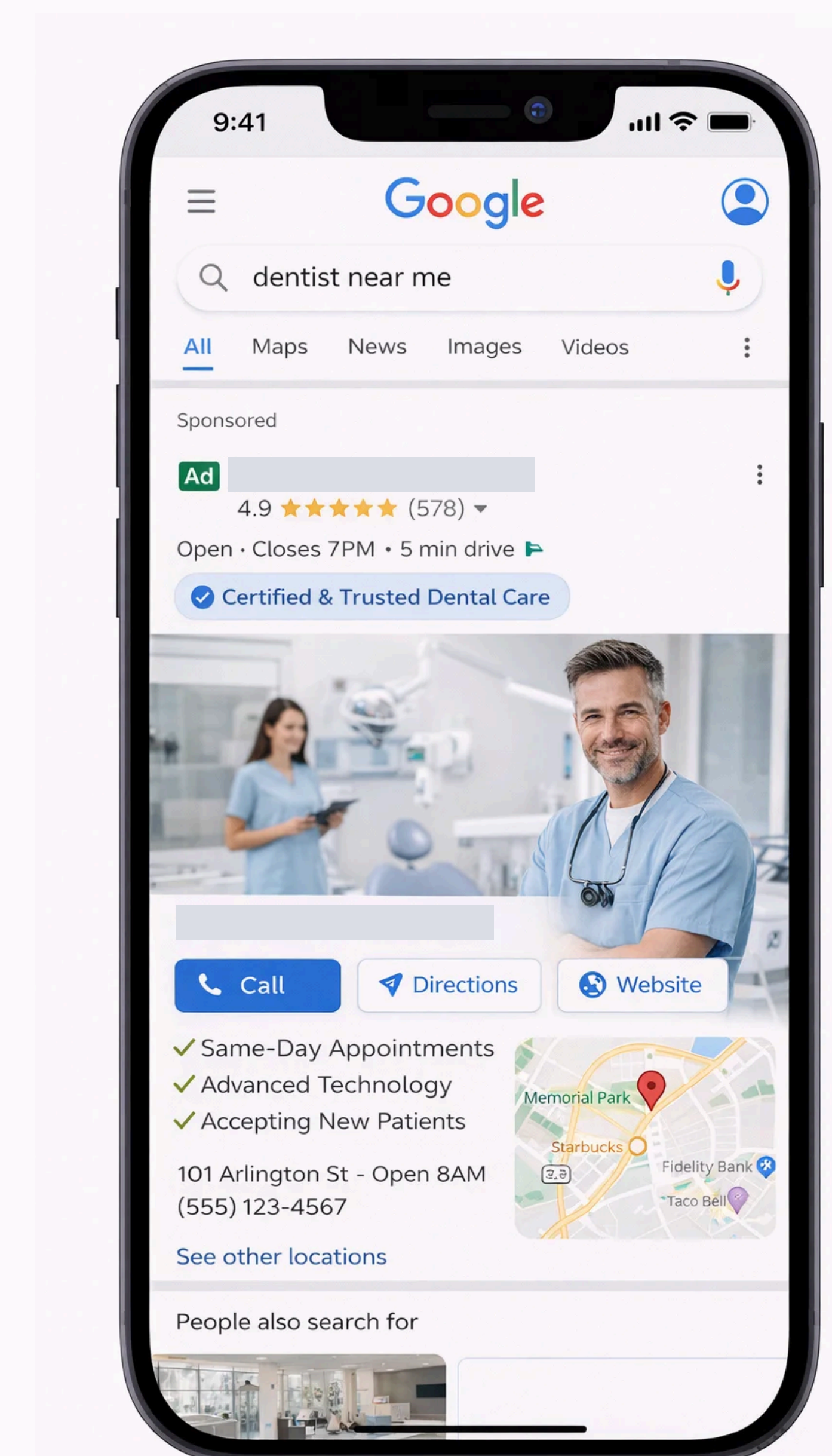
+126.78% GROWTH IN PATIENT PHONE CALLS

GOOGLE ADS LEAD GENERATION

The dental clinic was facing challenges in generating consistent, high-quality patient leads through Google Ads. Despite ongoing ad spend, the clinic experienced high cost per click, low conversion efficiency, and an inconsistent flow of phone calls, making it difficult to predict patient appointments and measure true return on investment. BeOnAds was brought in to address these issues by restructuring the Google Ads account, refining targeting toward high-intent local searches, and implementing conversion-focused optimization. The project aimed to transform Google Ads from a click-driven channel into a reliable, scalable system for real patient acquisition and long-term growth.

↑ 126.78% **↑ 81.70%** **↓ 59.39%**

Phone Call Leads Submit Lead Forms CPL



Google Local Ads Campaign

The campaign delivered strong performance growth, with an 81.70% increase in total conversions, a 126.78% rise in patient phone calls, and a 59.39% reduction in cost per click (CPC). These improvements significantly enhanced overall efficiency by lowering average CPC, increasing conversion rates, and generating more patient inquiries without increasing wasted ad spend. In addition, lead quality improved substantially, with a higher volume of high-intent phone calls, more appointment-ready patients, and fewer irrelevant or low-quality inquiries.

Google Ads Performance Summary						
Metric	Conversions	Phone calls	Cost / conv.	Conv. rate	Cost	Avg. cost
+81.70% Increase in Conversions in Just 30 Days	167.48 (-9.14%)	139 (+13.93%)	\$78.19 (-11.34%)	18.01% (-6.50%)	\$13,096.01 (-19.45%)	\$14.08 (-17.11%)
+126.78% Increase in Phone Calls in Just 30 Days	184.52 (+365.17%)	237 (+288.52%)	\$34.60 (-46.31%)	21.11% (+71.91%)	\$6,384.04 (+149.75%)	\$7.30 (-7.70%)
59.39% Lower CPC - Cost Per Click	39.00 (+∞)	34 (+∞)	\$69.73 (+∞)	6.22% (+∞)	\$2,719.49 (+∞)	\$4.34 (+∞)
	16.00 (+∞)	5 (+∞)	\$45.21 (+∞)	1.14% (+∞)	\$723.42 (+∞)	\$0.51 (+∞)
	0.00 (0.00%)	0 (0.00%)	\$0.00 (0.00%)	0.00% (0.00%)	\$0.00 (0.00%)	-
	407.00 (+1,700%)	415 (+1,700%)	\$56.32 (-32.94%)	10.60% (-39.43%)	\$22,922.95 (+21.84%)	\$5.97 (-59.39%)

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Started

OUR STRATEGY

LEAD GENERATION FOR DENTAL CLINIC – GOOGLE LOCAL ADS MANAGEMENT



INTENT-FIRST CAMPAIGN ARCHITECTURE

Campaigns are structured around patient intent, separating high-intent search, call-only, brand, and competitor campaigns. This ensures budget is allocated only to users actively looking for dental treatments, emergency care, or immediate appointments, rather than generic or research-based searches.

CALL-FIRST CONVERSION STRATEGY

The strategy prioritizes phone calls, as they convert best for dental clinics. Call-only ads and call extensions are used during business hours, while call tracking measures call duration and quality to optimize campaigns toward appointment-ready patient inquiries.

SMART BIDDING

Campaigns move from maximize conversions to target CPA once data stabilizes. Conversion values are assigned based on treatment type and call quality, allowing Google to prioritize high-value patient leads such as emergency cases or high-ticket dental procedures.

LOCAL & TREATMENT-BASED KEYWORD

Keywords are built around specific dental treatments combined with local and commercial intent. Searches like “dental implants near me” or “emergency dentist in [city]” help attract patients who are ready to book, ensuring higher conversion rates and better lead quality.

LANDING PAGE CRO

Landing pages are designed for a single treatment with clear click-to-call CTAs, visible reviews, and minimal form fields. Pages are aligned with keyword intent to ensure a seamless experience that encourages faster decision-making and higher conversion rates.

CONVERSION-FOCUSED AD COPY

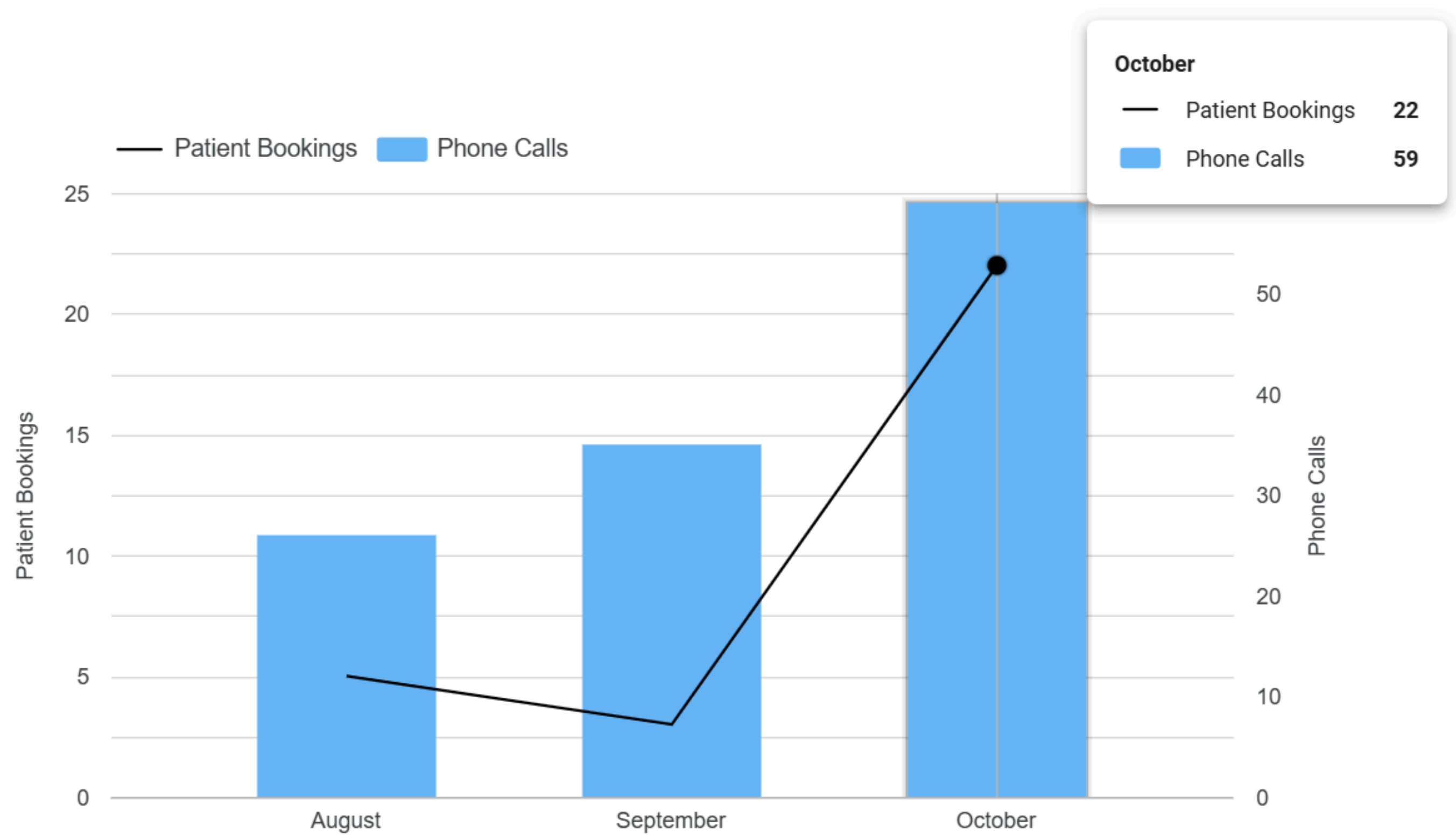
Messaging highlights same-day appointments, emergency availability, experience, and patient trust signals, encouraging users to call immediately

PERFORMANCE SCALING FRAMEWORK

Scaling is driven by performance data, increasing budgets only on high-converting campaigns and keywords. Continuous optimization ensures lead quality remains strong while maintaining efficiency, allowing the clinic to grow patient volume without increasing wasted ad spend.

DATA-ANALYTICS

LEAD GENERATION FOR DENTAL CLINIC – GOOGLE LOCAL ADS MANAGEMENT

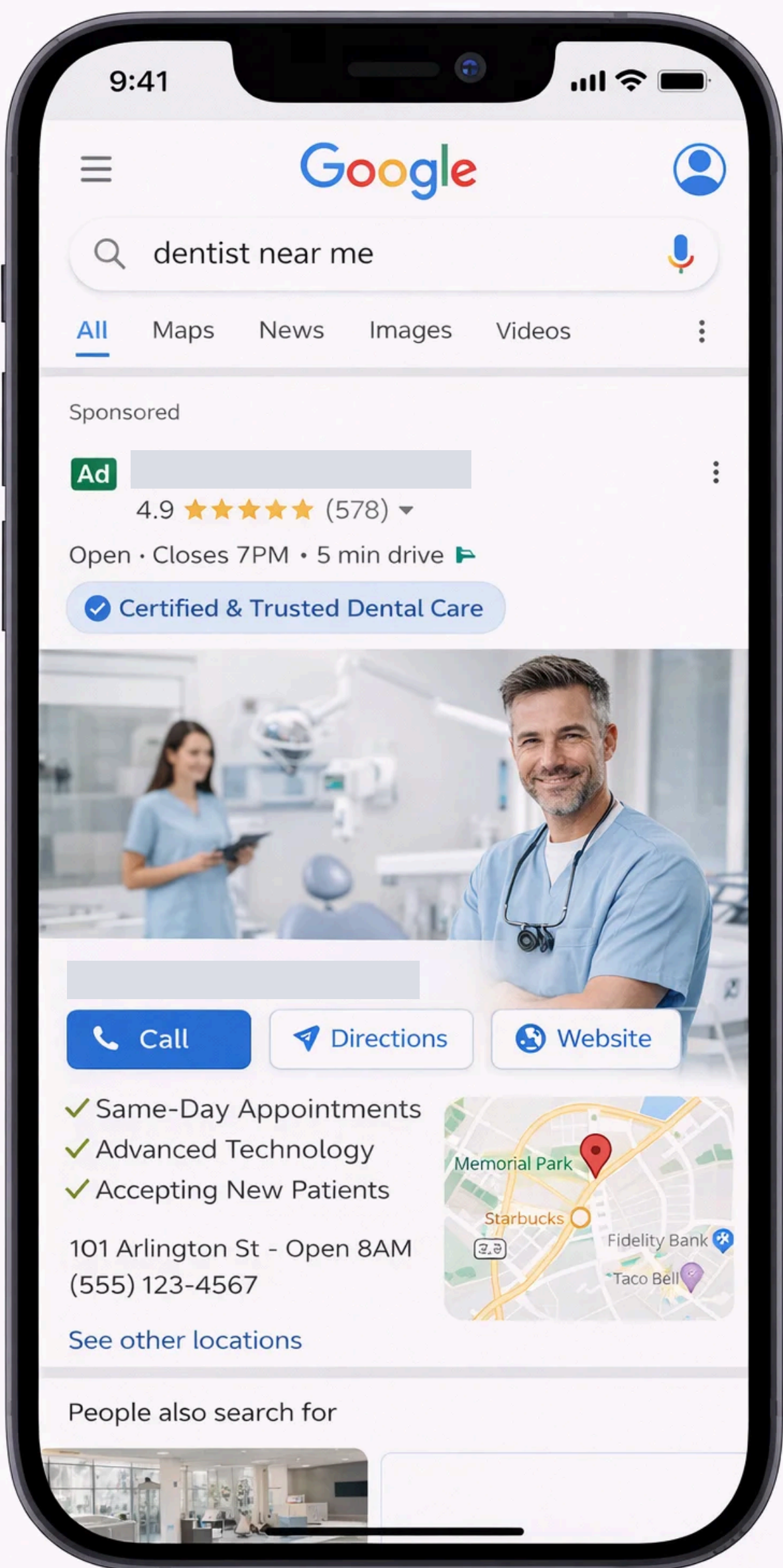
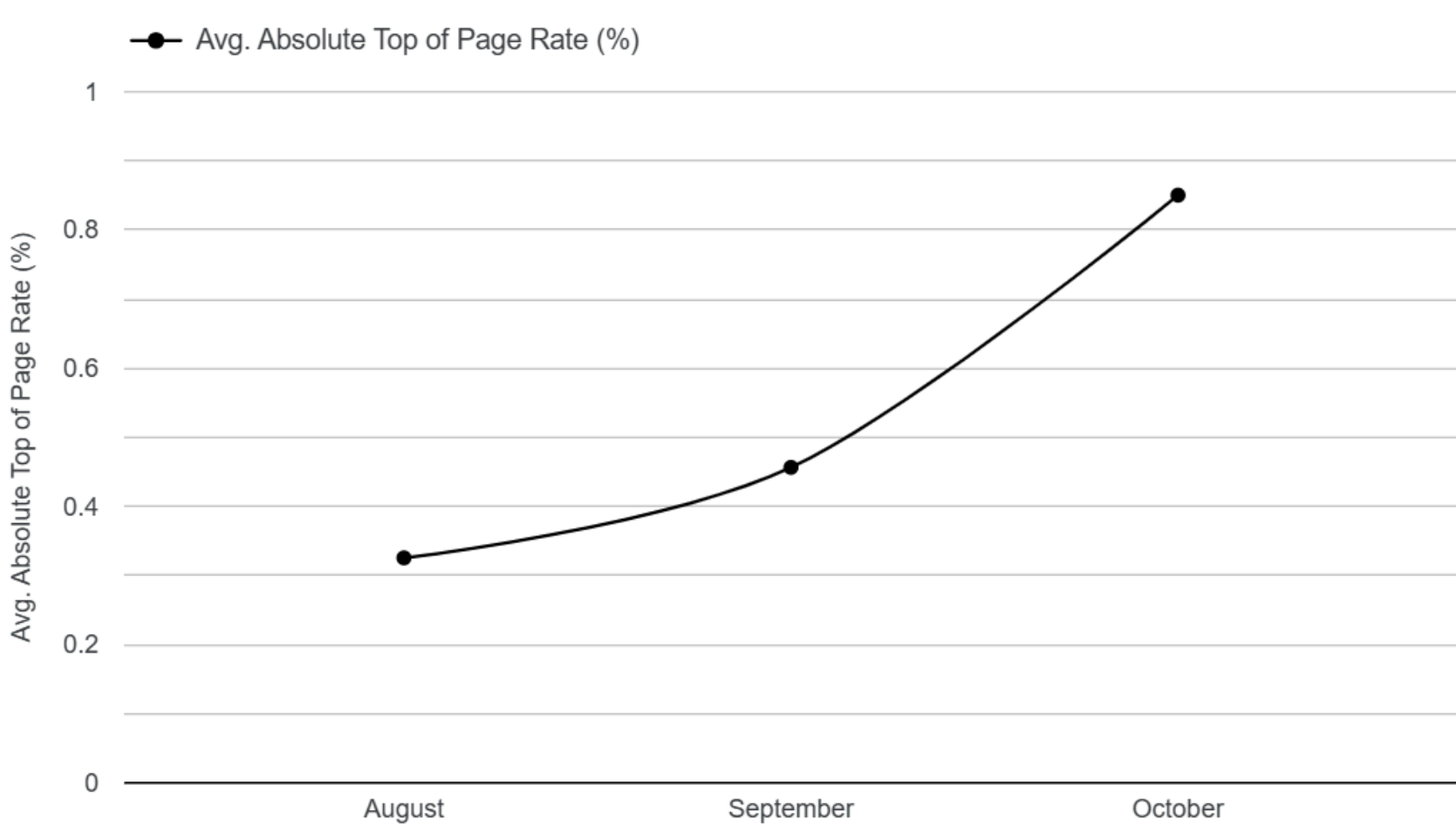


PATIENT BOOKING INCREASE

The report shows steady improvement in August and September, followed by a strong performance spike in October. Phone calls increased significantly, and patient bookings jumped from low single digits to 22, clearly demonstrating the impact of optimized Google Ads on lead quality and appointment conversions.

ABSOLUTE TOP GOOGLE AD RANK

The chart shows a steady improvement in Google Ads visibility, with the absolute top of page rate rising from August to September and peaking sharply in October. This reflects stronger ad rank, improved relevance, and increased dominance in top search positions over time.



**WE DON'T JUST
MANAGE, WE SCALE**

BeOnAds' strength lies in its strategic, data-led approach to dental care lead generation. By combining high-intent keyword targeting, local dominance, conversion-focused creatives, and continuous optimization, BeOnAds consistently drives quality patient inquiries, scalable growth, and measurable ROI for dental practices.

**GET A 7-DAY
FREE TRIAL!**

work@beonads.com

Success Story

Dental Clinic Achieves Remarkable Results through Google Ads Campaign

Google Ads

- +81.70%** Increase in Conversions
- +126.78%** Increase in Phone Calls
- 59.39%** Lower CPC - Cost Per Click

	407	415	\$56.32	\$22,922.95
Conversions	407 (+81.70%)	415 (+126.78%)	\$56.32 (-32.94%)	\$22,922.95 (+21.84%)
Cost	407			

A local dental clinic has seen dramatic growth thanks to an optimized Google Ads campaign.

A local dental clinic has seen dramatic growth thanks to an optimized Google Ads campaign. Over the past month, phone calls surged by 126.78%, conversions increased by 81.70%, and the cost per click (CPC) dropped by 59.39%, leading to a significant boost in patient appointments.